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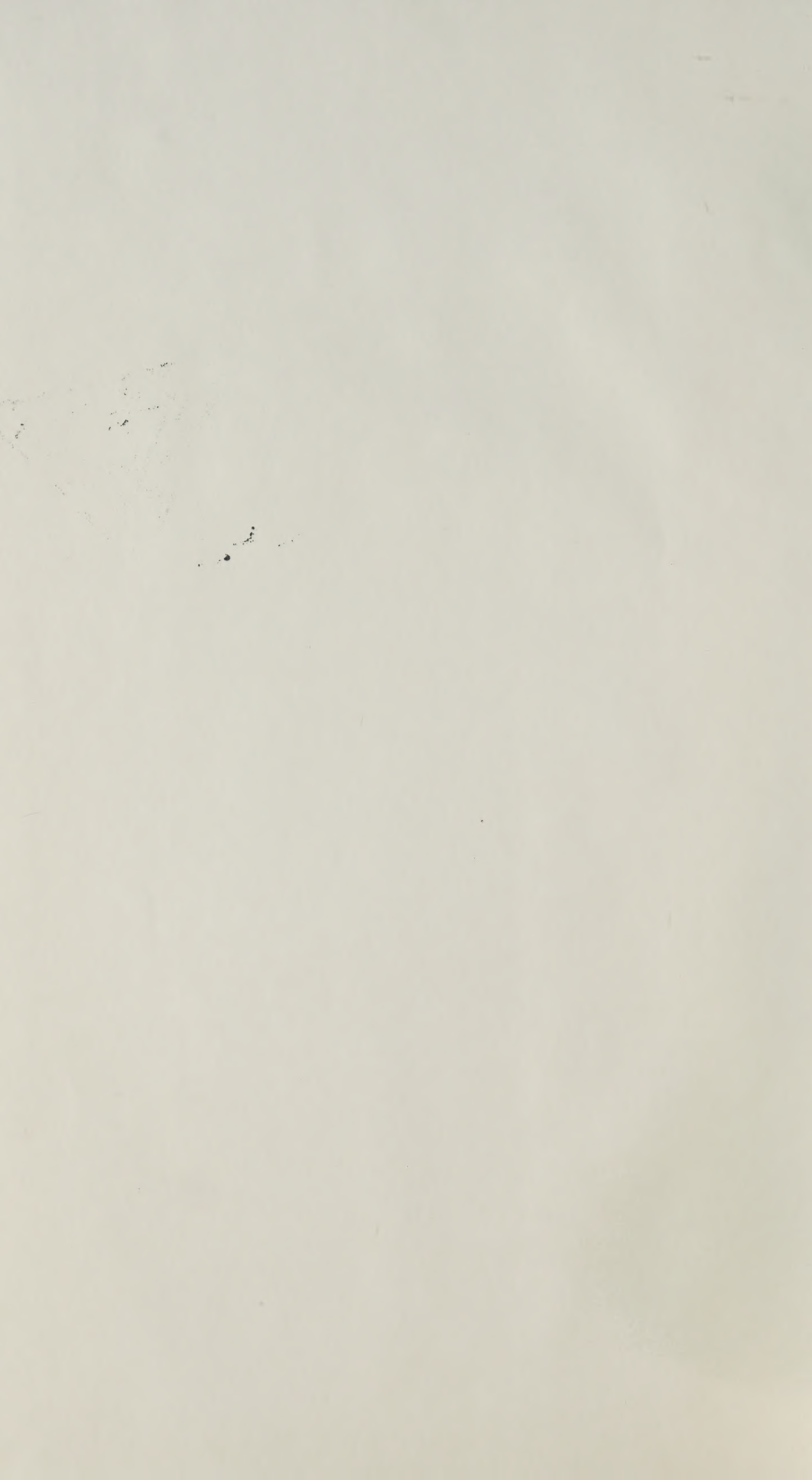
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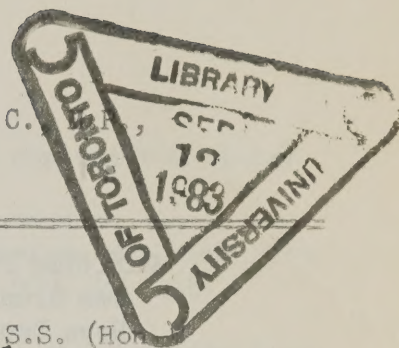


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Minister of Trade and Commerce.



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CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS.

Retail Merchandise Trade in the Maritime Provinces, 1930 - 1933

This report on Retail Merchandise Trade in the Maritime Provinces is one of a series presenting the results of the Census of Merchandising and Service Establishments for the year 1933. The first part of the report deals with the retail trade of the three Maritime Provinces as a whole with tables presenting the principal merchandising statistics for this economic division. Provincial tables then follow which give more detailed analyses of the merchandise trade in New Brunswick, Nova Scotia and Prince Edward Island.

The total retail merchandise trade in the Maritime Provinces for 1933 amounted to \$130,536,000 as compared with \$197,665,500 in 1930. Sales figures for the two intervening years are \$173,346,000 for 1931 and \$141,099,000 for 1932. Representing the total retail trade in 1930 by 100, indexes of sales for the following years are 87.7 for 1931, 71.4 for 1932 and 66.0 for 1933.

A comparison by the five economic divisions into which the country may be divided, and with the 1930 business of each division represented by 100, gives the following indexes of retail sales for 1933, arranged in descending order: Ontario, 67.0; Maritime Provinces, 66.0; Quebec, 64.7; British Columbia, 61.8; and the Prairie Provinces, 60.0. It is thus seen that the index of retail sales for the Maritime Provinces for 1933 is exceeded only by that for Ontario, which was 67.0 for that year.

The data for the basic year 1930 were secured in connection with the Census of Merchandising and Service Establishments, 1931. The figures for the following years have been derived from indexes of retail sales based upon reports secured in 1934 from all chain stores and from the larger independent stores and covering the period from 1931 to 1933. Since all stores were not covered in the current census, it is not possible to give the number of trading establishments in 1933. An explanation of the methods used in preparing the tables presented in this bulletin will be found in the last section of the introduction.

A year-to-year comparison of the decline in retail trade in the Maritime Provinces shows that the percentage changes in each year from that preceding were as follows: 1931, -12.3 per cent; 1932, -18.6 per cent; and 1933 compared with 1932 showed a decrease of 7.5 per cent. The year-to-year changes for each of the Maritime Provinces and for the group are as follows:

	<u>1931/1930</u>	<u>1932/1931</u>	<u>1933/1932</u>
Maritime Provinces	-12.3	-18.6	-7.5
New Brunswick	-15.0	-20.6	-7.9
Nova Scotia	- 9.4	-16.9	-7.4
Prince Edward Island	-16.8	-20.2	-4.4

It is thus seen that for the group as a whole and for each of the three provinces, the greatest percentage decrease from the preceding year occurred in 1932 and the smallest in 1933.

For the Census of Merchandising Establishments, 1933, 44 different kind-of-business classifications have been used and these have been combined into nine broad groups. Although the retail trade of the Maritime Provinces as a whole declined in 1933 to 66.0 per cent of that in 1930, considerable variations in the extent of the decline are observed for the various kind-of-business groups and also for the classifications within each group. As compared with the 1933 index of 66.0 for all stores, the food group of stores had the highest index of sales (75.1) and the automotive group had the lowest (48.7). Indexes of sales for 1933 for each group, arranged in descending order of indexes, are as follows: Food group, 75.1; country general stores, 69.6; general merchandise group, 67.7; apparel group, 67.4; restaurants, cafeterias and eating places, 66.5; building materials group, 53.0; furniture and household group, 49.9; and automotive group, 48.7. A miscellaneous classification combined under the heading "Other Retail Stores" had an index for 1933 of 71.3.

A year-to-year comparison of the declines in trade for these kind-of-business groups shows that, with the exception of country general stores, the greatest percentage decrease from the preceding year occurred in 1932 and the smallest in 1933. These percentage changes by kind-of-business groups for each of the years 1931, 1932 and 1933 are shown below:

	<u>1931/1930</u>	<u>1932/1931</u>	<u>1933/1932</u>
All stores	-12.3	-18.6	- 7.5
Food group	- 7.9	-12.7	- 6.7
Country general stores	-15.3	-15.0	- 3.3
General merchandise group	-12.6	-19.6	- 3.5
Automotive group	-24.1	-27.8	-11.2
Apparel group	-12.5	-18.6	- 5.3
Building materials group	-19.8	-24.8	-12.2
Furniture and household group.	-15.7	-30.9	-14.3

Sales by Kinds of Business

Grocery and Combination Stores.---For the three Maritime Provinces as a whole, sales of grocery and combination stores in 1933 amounted to \$25,778,000 or 76.9 per cent of the business transacted by these kinds of stores in 1930. Indexes of sales for the intervening years are 92.4 for 1931 and 81.9 for 1932. Combination stores are defined as those selling both groceries and meats, and, for the Census of Merchandising and Service Establishments, 1931, in which data were secured for the preceding year, separate sales figures were published for this type of store.

For the current census, combined figures only for grocery and combination stores are available.

Meat Markets.--The dollar volume of sales of meat markets declined from \$2,826,400 in 1930 to 64.5 per cent of that amount, or \$1,823,000, in 1933.

Department Stores.--In 1930 department store sales in the Maritime Provinces amounted to \$24,212,700. In 1933 the dollar volume of sales had declined to 65.7 per cent of that amount or \$15,899,000. In 1931 the index of sales of department stores was 85.8 and in 1932 it was 67.1.

Motor Vehicle Dealers.--This report shows that sales of motor vehicle dealers in the Maritime Provinces in 1933 amounted to \$9,433,000 or 42.1 per cent of the dollar volume transacted in 1930. Indexes of sales for the intervening years are 71.1 for 1931 and 47.8 for 1932.

Filling Stations.--Sales of filling stations in 1933 are estimated at \$3,002,000 as compared with \$3,803,000 in 1930. Representing the dollar volume of business in 1930 by 100, indexes of sales for the three following years are 98.7 for 1931, 85.8 for 1932 and 78.9 for 1933.

Men's and Boys' Clothing and Furnishings.--The business of these stores declined from \$5,505,900 in 1930 to 63.2 per cent of that amount, or \$3,479,000, in 1933. Indexes of sales for the intervening years are 81.6 for 1931 and 64.5 for 1932.

Women's Apparel and Accessories Stores.--The dollar volume of business of these stores declined from \$3,259,300 in 1930 to 58.3 per cent of that amount, or \$1,899,000, in 1933. It must be remembered, of course, that women's clothing and accessories are sold in other kinds of stores in addition to those establishments classified as Women's Apparel and Accessories Stores. Department stores, family clothing stores and dry goods stores are among the chief competitors in these lines of merchandise.

Hardware Stores.--Hardware stores sold merchandise in 1933 amounting in value to \$2,435,000 or 59.6 per cent of the 1930 business. The index of sales for 1931 was 84.4 and for 1932 it was 65.6.

Lumber and Building Material Dealers.--Sales of establishments under this classification declined from \$2,521,300 in 1930 to 44.6 per cent of that amount, or \$1,125,000 in 1933. Indexes of sales for the intervening years are 73.3 for 1931 and 51.8 for 1932.

Coal and Wood Yards.--The business transacted by coal and wood yards experienced a much smaller decline in trade over the period 1930 to 1933 than did most other kinds of retail trade. The total sales volume for 1933 amounted to \$5,197,000 or 80.0 per cent of the 1930 business.

Drug Stores.--Sales of drug stores declined from \$5,699,100 in 1930 to 76.5 per cent of that amount, or \$4,361,000, in 1933. The index of sales for 1931 was 94.6 and for 1932 it was 85.1.

Chain Stores and Sales

In 1933 sales made by chain stores in the three Maritime Provinces amounted to \$19,647,700 or 15.1 per cent of the business transacted by all retail stores. In 1930 the ratio of chain sales to total sales was 12.5 per cent, while the chain ratios for the two intervening years are 15.5 per cent for 1931 and 15.8 per cent for 1932. The chain figures given here do not include the sales of department stores belonging to multiple organizations, and voluntary chain sales are also excluded.

In the grocery and combination store field, sales made by chains in 1930 amounted to \$4,664,500 and this amount formed 13.9 per cent of the total sales of all grocery and combination stores in that year. In 1933 grocery and combination chain store sales amounted to \$5,474,600 or 21.2 per cent of the total business of all grocery and combination stores. Chain ratios for the two intervening years are 19.8 per cent for 1931 and 21.0 per cent for 1932.

For all kinds of business combined, considerable variations exist in the ratios of chain sales to total sales for the three Maritime Provinces. In 1930 chain store sales in Prince Edward Island formed 4.9 per cent of the total retail trade in that province. In 1933 the ratio of chain sales to total sales had declined to 4.0 per cent.

In Nova Scotia the ratio of chain store business to total business increased from 12.2 per cent in 1930 to 16.9 per cent in 1933. Chain store ratios for the two intervening years were 17.6 per cent in 1931 and 17.8 per cent in 1932. For the purposes of this Census, government liquor stores have been classified as chains and these stores were in operation in Nova Scotia for only part of the year 1930. The increase in chain ratio for 1931 over that for 1930 is partly due to the inclusion of a full year's business of these liquor stores in 1931, while the 1930 chain store figure includes data for only part of a year in so far as the liquor stores are concerned.

In New Brunswick the ratio of chain sales to total sales showed but slight change during the three-year period. In 1930 chains (exclusive of department store chains) accounted for 14.2 per cent of the total trade of the province. In 1933 the chain ratio was 14.5 per cent, while ratios for the two intervening years were 14.6 per cent for 1931 and 14.9 per cent for 1932.

Chain Stores and Sales Classified According to Type of Operation.--Chains have been classified as local, provincial, sectional and national, depending upon the extent of territory covered. Local chains are confined to one town or city, while provincial chains have stores located in more than one locality but they are confined to one province. Sectional chains are defined as those having units in two or three provinces, while national chains have stores in four provinces or more.

In 1933 there were 481 chain store units located in the Maritime Provinces and, of this number, 82, or 17.05 per cent, belonged to local chain organizations. Sales of these local chains amounted to \$2,374,300 or 12.08 per cent of the business transacted by all chains. Stores operated by provincial chains formed 42.83 per cent of all chain store units and these transacted 50.22 per cent of the business of all chain stores. There were 55 sectional chain units and these formed 11.43 per cent of the total number of chain stores. Sales by sectional chains formed 9.25 per cent of the sales made by all chains in 1933. Of all chain store units, 28.69 per cent belonged to national chains and these national chains accounted for about the same proportion (28.45 per cent) of the total chain store business.

Comparison of Indexes of Retail Sales and Cost of Living Indexes

The total sales of all retail merchandising establishments in the Maritime Provinces during each of the years 1930 to 1933 and indexes of sales (1930 = 100) are as follows:

<u>Year</u>	<u>Total Sales</u> \$	<u>Index of Sales</u> (1930 = 100)
1930 ...	197,665,500	100.0
1931 ...	173,346,000	87.7
1932 ...	141,099,000	71.4
1933 ...	130,536,000	66.0

How much of the decrease in dollar volume of sales is due to the decline in price levels and how much to a decrease in the quantity of goods consumed cannot be definitely stated due to the absence of price indexes so constructed as to be strictly comparable. Nevertheless, it is well established that a considerable portion of the drop in dollar volume is due to price declines. While cost of living index numbers are not constructed in such a way as to warrant their use as a correction for price changes in these index numbers of retail sales, they do give some indication of the order of magnitude of the price trends. The Bureau's Cost of Living Indexes for the period under review are given below and, for comparison purposes, have been adjusted to make the 1930 figure equal 100.

Index Numbers of Retail Prices, Rents and Costs of Services, Canada (1930 = 100)

<u>Year</u>	<u>Total Index</u>	<u>Food Index</u>	<u>Fuel Index</u>	<u>Rent Index</u>	<u>Clothing Index</u>	<u>Sundries Index</u>	<u>Retail Price Index</u> (Foods, fuel, clothing, household requirements)
1930 ..	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1931 ..	90.3	78.4	98.4	97.3	87.5	98.0	85.3
1932 ..	82.1	65.2	95.5	89.4	77.5	95.2	75.2
1933 ..	78.3	64.6	91.6	80.4	72.3	93.3	72.8

Separate price indexes are shown for food, fuel, rent and clothing. The sundries index indicates the price changes in a miscellaneous group of commodities, together with the variations in costs of certain services, such as theatre costs, insurance, doctors' and dentists' fees, hospital charges and laundry. The total index given in the second column of the table is an average of the figures in the following five columns, each weighted in proportion to the consumption of the items involved. The last column, "Retail Price Index", is also a weighted average but omits the rental figures and includes only the merchandising items in the sundries index. From this column, it is seen that the retail price level for the Dominion as a whole in 1933 was 72.8 per cent of that in 1930, or that there was a decrease during the period of 27.2 per cent. The indexes of retail sales already given show that the decrease in dollar volume of sales in the Maritime Provinces over the same period was approximately 34 per cent or slightly less than 7 per cent greater than the drop in price levels.

Description of Methods Used in Constructing Indexes of Retail Sales

As already mentioned in this report, the figures for the basic year 1930 were secured for the Census of Merchandising and Service Establishments, 1931. The data for the following years were secured for an annual Census of Merchandising arising out of the Decennial Census and in which sales figures were obtained for each of the years 1931, 1932 and 1933. While the Decennial Census included in its scope every retail establishment, the annual census includes all chain stores and those independent stores which reported sales for 1930 over a specified amount. The independent stores from which reports were secured were those with an annual turnover of \$30,000 or more in 1930 (\$20,000 or more in the case of food stores and country general stores) and which continued in business throughout the period. This means that over two-thirds of the retail business of the Dominion is covered in the annual census. From the reports thus received, and using the year 1930 as the base period, indexes of retail sales for each of the years 1931 to 1933 have been computed. These indexes have then been applied to the total sales of all stores in 1930 in order to arrive at estimates of the total annual business of all retail establishments in each of the following years.

While a large portion of retail trade has been covered in the current census, it is clear that the figures presented in this report for the years 1931, 1932 and 1933 are estimates based on indexes computed from the returns of the establishments reporting. The chief factor which may not be reflected in the sales indexes is a decline in the number of stores in certain kinds of business. No information is available to show the extent to which firms going out of business have not been replaced by new stores of a similar character. The possibility, therefore, of the sales of the surviving stores covered by this Census not reflecting completely the trend in retail trade during the period from 1930 to 1933 must be noted. However, it is believed that for the retail trade as a whole the figures may be taken as approximately correct and for certain kind-of-business groups as being more accurate than for others. Among the kind-of-business classifications which are believed to be most accurate are included grocery and combination stores, meat markets, department stores, variety stores, automobile dealers, coal and wood yards, drug stores, and restaurants and other eating places.

MARITIME PROVINCES - RETAIL MERCHANDISE TRADE, 1930 - 1933

Table 1.--Total Net Sales and Sales Indexes, by Kinds of Business

Kind of Business	Total Net Sales				Index of Retail Sales (1930 = 100)			
	1930 \$	(Estimated)		1933 \$	1930	1931	1932	1933
		1931 \$	1932 \$					
All Stores, Total	197,665,500	173,346,000	141,099,000	130,536,000	100.0	87.7	71.4	66.0
Food group	41,924,100	38,620,000	33,727,000	31,477,000	100.0	92.1	80.4	75.1
Country general stores	30,002,900	25,419,000	21,595,000	20,882,000	100.0	84.7	72.0	69.6
General merchandise group	32,423,100	28,327,000	22,762,000	21,956,000	100.0	87.4	70.2	67.7
Automotive group	29,912,900	22,707,000	16,402,000	14,566,000	100.0	75.9	54.8	48.7
Apparel group	16,813,400	14,706,000	11,973,000	11,334,000	100.0	87.5	71.2	67.4
Building materials group	8,301,600	6,657,000	5,004,000	4,396,000	100.0	80.2	60.3	53.0
Furniture and household group	6,379,100	5,376,000	3,716,000	3,184,000	100.0	84.3	58.3	49.9
Restaurants, cafeterias and eating places ..	2,820,700	2,505,000	1,982,000	1,876,000	100.0	88.8	70.3	66.5
Other retail stores	22,288,000	20,314,000	17,397,000	15,900,000	100.0	91.1	78.1	71.3
Grocery and combination stores	33,515,700	30,976,000	27,459,000	25,778,000	100.0	92.4	81.9	76.9
Meat markets (including sea foods)	2,826,400	2,412,000	1,977,000	1,823,000	100.0	85.3	69.9	64.5
Department stores	24,212,700	20,784,000	16,247,000	15,899,000	100.0	85.8	67.1	65.7
Motor vehicle dealers	22,409,500	15,944,000	10,714,000	9,433,000	100.0	71.1	47.8	42.1
Filling stations	3,803,000	3,755,000	3,263,000	3,002,000	100.0	98.7	85.8	78.9
Men's and boys' clothing and furnishings (includes custom tailors)	5,505,900	4,495,000	3,552,000	3,479,000	100.0	81.6	64.5	63.2
Women's apparel and accessories stores ..	3,259,300	2,868,000	2,250,000	1,899,000	100.0	88.0	69.0	58.3
Hardware stores	4,081,900	3,444,000	2,678,000	2,435,000	100.0	84.4	65.6	59.6
Lumber and building material dealers	2,521,300	1,849,000	1,307,000	1,125,000	100.0	73.3	51.8	44.6
Coal and wood yards	6,494,100	6,098,000	5,532,000	5,197,000	100.0	93.9	85.2	80.0
Drug stores	5,699,100	5,389,000	4,852,000	4,361,000	100.0	94.6	85.1	76.5

MARITIME PROVINCES - RETAIL MERCHANDISE TRADE, 1930 - 1933

Table 2.—Comparison of Chain Sales and Total Sales, All Stores, and Selected Kinds of Business

Kind of Business	1930 (1) \$	1931 \$	1932 \$	1933 \$
All Stores, Total Sales	197,665,500	173,346,000	141,099,000	130,536,000
Chain sales	24,800,700	26,811,700	22,324,000	19,647,700
Percentage, chains to total	12.5	15.5	15.8	15.1
Grocery and Combination Stores, Total	33,515,700	30,976,000	27,459,000	25,773,000
Chain sales	4,664,500	6,139,500	5,766,900	5,474,600
Percentage, chains to total	13.9	19.8	21.0	21.2
Variety, 5-and-10 and to-a-dollar Stores, Total	3,655,600	3,497,000	3,135,000	2,938,000
Chain sales	3,398,400	3,237,400	2,905,300	2,720,300
Percentage, chains to total	93.0	92.6	92.7	92.6
Drug Stores, Total	5,699,100	5,389,000	4,852,000	4,361,000
Chain sales	793,100	798,600	692,000	638,000
Percentage, chains to total	13.9	14.8	14.3	14.6

(1) Chain figures for 1930 have been revised to provide for the reclassification of some stores by type of operation and the use of sales figures by firms instead of individual units.

MARITIME PROVINCES - RETAIL MERCHANDISE TRADE, 1930 - 1933

Table 3.--Comparison of Chain Sales and Total Sales, by Provinces

	1930	1931	1932	1933
Maritime Provinces, Total Sales	\$ 197,665,500	\$ 173,346,000	\$ 141,099,000	\$ 130,536,000
Chain sales(1)	24,800,700	26,811,700	22,324,000	19,647,700
Percentage, chains to total	12.5	15.5	15.8	15.1
Prince Edward Island, Total Sales	13,773,700	11,466,000	9,141,000	8,742,000
Chain sales	678,700	475,500	433,800	350,900
Percentage, chains to total	4.9	4.2	4.7	4.0
Nova Scotia, Total Sales	99,519,900	90,133,000	74,966,000	69,349,000
Chain sales	12,163,300	15,867,000	13,378,300	11,715,500
Percentage, chains to total	12.2	17.6	17.8	16.9
New Brunswick, Total Sales	84,371,900	71,692,000	56,992,000	52,445,000
Chain sales	11,958,700	10,469,200	8,511,900	7,581,300
Percentage, chains to total	14.2	14.6	14.9	14.5

Table 4.--Chain Stores and Sales Classified by Types of Operation

	1930(1)				1933			
	Stores		Sales		Stores		Sales	
	Number	%	Amount	%	Number	%	Amount	%
All Chains, Total	407	100.00	\$ 24,800,700	100.00	481	100.00	\$ 19,647,700	100.00
Local chains	62	15.23	1,673,000	6.75	82	17.05	2,374,300	12.08
Provincial chains	190	46.68	14,286,100	57.60	206	42.83	9,866,400	50.22
Sectional chains	47	11.55	3,216,500	12.97	55	11.43	1,818,100	9.25
National chains	108	26.54	5,625,100	22.68	138	28.69	5,588,900	28.45

(1) Chain figures for 1930 have been revised to provide for the reclassification of some stores by type of operation and the use of sales figures by firms instead of individual units.

Table 5.--Total Net Sales and Sales Indexes, by Kinds of Business

Kind of Business	Total Net Sales				Index of Retail Sales (1930 = 100)			
	(Estimated)							
	1930	1931	1932	1933	1930	1931	1932	1933
All Stores, Total	\$ 84,371,900	\$ 71,692,000	\$ 56,992,000	\$ 52,445,000	100.0	85.0	67.5	62.2
Food Group	14,982,500	13,285,000	11,624,000	10,795,000	100.0	88.7	77.6	72.1
Bakery products stores (manufacturing bakeries not included)	133,800	141,000	106,000	98,000	100.0	105.7	79.5	73.2
Candy and confectionery stores	975,500	925,000	769,000	695,000	100.0	94.8	73.8	71.2
Dairy products dealers (other than manufactur- ing dairies)	552,200	415,000	306,000	256,000	100.0	75.1	55.4	46.3
Fruit and vegetable stores	120,100	116,000	100,000	81,000	100.0	96.7	83.0	67.3
Grocery and combination stores	12,194,100	10,914,000	9,743,000	9,085,000	100.0	89.5	79.9	74.5
Meat markets (including sea foods)	923,100	704,000	555,000	553,000	100.0	76.3	60.1	59.9
Other food stores	83,700	70,000	46,000	29,000	100.0	83.4	54.4	34.2
Country General Stores	12,236,200	10,548,000	8,614,000	8,529,000	100.0	86.2	70.4	69.7
General Merchandise Group	13,679,900	16,169,000	12,272,000	11,863,000	100.0	86.6	65.7	63.5
Automotive Group	11,697,800	8,347,000	5,988,000	5,021,000	100.0	71.4	51.2	42.9
Motor vehicle dealers	8,970,900	5,855,000	3,902,000	3,337,000	100.0	65.3	43.5	37.2
Accessories, tires and batteries	120,600	84,000	71,000	71,000	100.0	69.3	59.2	59.1
Filling stations	1,489,300	1,424,000	1,211,000	958,000	100.0	95.6	81.3	64.3
Garages	1,108,400	979,000	799,000	652,000	100.0	88.3	72.1	58.8
Other automotive establishments	8,600	6,000	4,000	4,000	100.0	68.6	46.5	46.5
Apparel Group	6,373,300	5,528,000	4,481,000	4,088,000	100.0	86.7	70.3	64.1
Men's and boys' clothing and furnishings (includes custom tailors)	1,858,900	1,487,000	1,134,000	1,113,000	100.0	80.0	61.0	59.9
Family clothing stores	2,291,000	2,085,000	1,663,000	1,581,000	100.0	91.0	72.6	69.0
Women's apparel and accessories stores	1,341,600	1,198,000	993,000	790,000	100.0	89.3	74.0	58.9
Shoe stores	881,800	758,000	691,000	603,000	100.0	86.0	78.4	68.4

Table 5.--Total Net Sales and Sales Indexes, by kinds of Business (Cont'd.) -

Kind of Business	Total Net Sales			Index of Retail Sales (1930 = 100)			
	1930 \$	(Estimated)		(1930 = 100)			
		1931 \$	1932 \$	1933 \$	1930	1931	1932
Building Materials Group	3,359,000	2,776,000	1,970,000	1,733,000	100.0	82.6	58.6
Hardware stores	1,553,100	1,458,000	1,079,000	955,000	100.0	93.9	69.5
Lumber and building material dealers	830,800	523,000	315,000	321,000	100.0	63.0	37.9
Other building materials (including roofing materials)	324,200	283,000	201,000	126,000	100.0	37.3	62.0
Electrical shops (without radio)	650,900	511,000	375,000	331,000	100.0	78.5	57.5
Heating and plumbing shops							
Paint and glass stores							
Furniture and Household Group	2,592,300	2,240,000	1,412,000	1,157,000	100.0	86.4	54.5
Furniture stores	1,678,000	1,401,000	971,000	828,000	100.0	83.5	57.8
Household appliance stores	284,700	218,000	129,000	111,000	100.0	76.7	45.4
Other home furnishings (including floor coverings, curtains, etc.)	169,000	164,000	104,000	86,000	100.0	97.1	61.7
Radio and music stores	460,600	457,000	207,000	132,000	100.0	99.2	45.0
Restaurants, Cafeterias and Eating Places	1,204,300	1,069,000	845,000	800,000	100.0	88.7	70.2
Other Retail Stores	13,246,600	11,731,000	9,786,000	8,456,000	100.0	88.6	73.9
Farmers' supply stores	759,100	700,000	552,000	522,000	100.0	92.2	72.7
Book stores	350,500	284,000	224,000	210,000	100.0	80.9	63.9
Coal and wood yards (including ice)	2,426,100	2,273,000	2,038,000	1,841,000	100.0	93.7	84.0
Ice dealers	106,900	69,000	53,000	42,000	100.0	64.3	49.6
Drug stores	2,331,000	2,461,000	2,292,000	2,037,000	100.0	105.6	93.3
Florists	202,300	194,000	181,000	137,000	100.0	95.7	89.6
Jewellery stores	502,900	384,000	323,000	283,000	100.0	76.4	64.2
Office, school and store supplies and equipment dealers	297,600	199,000	128,000	117,000	100.0	66.8	43.1
Tobacco stores and stands	608,500	627,000	550,000	494,000	100.0	103.0	90.4
Government liquor stores	4,801,600	3,757,000	2,773,000	2,157,000	100.0	78.3	57.8
Unclassified kinds of business(1)	860,100	784,000	672,000	616,000	100.0	91.1	78.2

(1) Includes secondhand stores.

Table 6.--Total Net Sales and Sales Indexes, by Kinds of Business

Kind of Business	Total Net Sales				Index of Retail Sales (1930 = 100)			
	1930	(Estimated)			1930	1931	1932	1933
		1931	1932	1933				
All Stores, Total(1)	\$ 99,519,900	\$ 90,188,000	\$ 74,966,000	\$ 69,349,000	100.0	90.6	75.3	69.7
All Stores (except Government liquor stores), Total	97,521,800	85,230,000	71,199,000	66,540,000	100.0	87.4	73.0	68.2
Food Group	24,809,500	23,383,000	20,335,000	19,070,000	100.0	94.3	92.0	76.9
Bakery products stores (manufacturing bakeries not included)	191,800	180,000	132,000	127,000	100.0	93.7	69.1	66.3
Candy and confectionery stores	2,209,300	2,077,000	1,672,000	1,471,000	100.0	94.0	75.7	66.6
Dairy products dealers (other than manufacturing dairies)	922,200	950,000	879,000	894,000	100.0	103.0	95.3	97.0
Fruit and vegetable stores	101,800	98,000	84,000	68,000	100.0	96.7	83.0	67.3
Grocery and combination stores	19,674,000	18,513,000	16,251,000	15,346,000	100.0	94.1	82.6	78.0
Meat markets (including sea foods)	1,574,900	1,452,000	1,243,000	1,117,000	100.0	92.2	78.9	70.9
Other food stores	135,500	113,000	74,000	46,000	100.0	83.4	54.4	34.2
Country General Stores	14,513,500	12,249,000	10,798,000	10,174,000	100.0	84.4	74.4	70.1
General Merchandise Group	11,438,300	10,402,000	8,958,000	8,585,000	100.0	90.9	78.3	75.1
Department stores	6,733,300	6,107,000	5,218,000	5,164,000	100.0	90.7	77.5	76.7
Dry goods stores	1,406,200	1,169,000	989,000	879,000	100.0	83.1	70.3	62.5
General merchandise stores	1,308,400	1,199,000	1,028,000	919,000	100.0	91.6	78.6	70.3
Variety stores	1,990,400	1,927,000	1,723,000	1,622,000	100.0	96.8	86.6	81.5
Automotive Group	16,254,400	12,704,000	9,417,000	8,659,000	100.0	78.2	57.9	53.3
Motor vehicle dealers	11,829,800	8,742,000	6,081,000	5,442,000	100.0	73.9	51.4	46.0
Accessories, tires and batteries	338,400	234,000	200,000	200,000	100.0	69.3	59.2	59.1
Filling stations	2,148,300	2,176,000	1,912,000	1,921,000	100.0	101.3	89.0	89.4
Garages	1,853,500	1,486,000	1,177,000	1,053,000	100.0	80.2	63.5	56.8
Other automotive establishments (including motorcycles, bicycles and supplies)	84,400	65,000	48,000	44,000	100.0	76.8	56.4	51.7
Apparel Group	9,141,500	7,971,000	6,573,000	6,284,000	100.0	87.2	71.9	68.7
Men's and boys' clothing and furnishings stores (includes custom tailors)	3,398,700	2,773,000	2,226,000	2,185,000	100.0	81.6	65.5	64.3
Family clothing stores	2,491,900	2,352,000	2,001,000	1,851,000	100.0	94.4	80.3	74.3
Women's apparel and accessories stores	1,859,100	1,619,000	1,220,000	1,076,000	100.0	87.1	65.6	57.9

Table 6.--Total Net Sales and Sales Indexes, by Kinds of Business (Cont'd.) -

Kind of Business	Total Net Sales				Index of Retail Sales (1930 = 100)			
	(Estimated)							
	1930	1931	1932	1933	1930	1931	1932	1933
Building Materials Group	\$ 4,513,000	\$ 3,560,000	\$ 2,306,000	\$ 2,460,000	100.0	78.9	62.2	54.5
Hardware stores	2,443,500	1,912,000	1,541,000	1,428,000	100.0	78.2	63.1	58.5
Lumber and building material dealers	1,446,100	1,152,000	873,000	698,000	100.0	79.7	60.4	48.3
Other building materials (including roofing materials)	12,700	11,000	8,000	5,000	100.0	87.3	62.0	38.8
Electrical shops (without radio)	610,700	484,000	383,000	328,000	100.0	79.3	62.8	53.7
Heating and plumbing shops								
Paint and glass stores								
Furniture and Household Group	3,380,600	2,825,000	2,065,000	1,809,000	100.0	83.6	61.1	53.5
Furniture stores	1,461,600	1,327,000	1,030,000	938,000	100.0	90.8	70.5	64.2
Household appliance stores	363,400	306,000	238,000	181,000	100.0	84.1	65.6	49.7
Other home furnishings (including floor coverings, curtains, etc.)	312,800	264,000	192,000	169,000	100.0	84.4	61.5	54.1
Radio and music stores	1,242,800	928,000	604,000	521,000	100.0	74.7	48.6	41.9
Restaurants, Cafeterias and Eating Places.	1,474,500	1,311,000	1,038,000	982,000	100.0	88.9	70.4	66.6
Other Retail Stores(2)	11,996,500	10,824,000	9,208,000	8,518,000	100.0	90.2	76.8	71.0
Farmers' supply stores	897,000	801,000	612,000	565,000	100.0	89.3	68.2	63.0
Book stores	317,900	299,000	236,000	234,000	100.0	94.2	74.3	73.5
Coal and wood yards	3,590,300	3,343,000	3,106,000	3,005,000	100.0	93.1	86.5	83.7
Ice dealers	117,700	108,000	95,000	83,000	100.0	92.1	80.4	70.9
Drug stores	3,015,500	2,599,000	2,292,000	2,066,000	100.0	86.2	76.0	68.5
Florists	165,900	171,000	146,000	135,000	100.0	102.9	88.0	81.2
Jewellery stores	942,900	977,000	659,000	602,000	100.0	103.6	69.9	63.9
Office, school and store supplies and equipment dealers	606,300	423,000	312,000	272,000	100.0	69.7	51.5	44.9
Tobacco stores and stands	823,800	757,000	595,000	493,000	100.0	91.9	72.2	59.8
Unclassified kinds of business(3)	1,519,200	1,346,000	1,156,000	1,063,000	100.0	88.6	76.1	70.0
Government liquor stores	1,998,100	4,958,000	3,767,000	2,809,000	100.0	248.1	188.5	140.6

(1) Includes sales of Government liquor stores which operated only four and one-half months during the latter part of 1930.

(2) Sales of Government liquor stores not included.

(3) Includes secondhand stores.

PRINCE EDWARD ISLAND - RETAIL MERCHANDISE TRADE, 1930 - 1933

Table 7.--Total Net Sales and Sales Indexes, by Kinds of Business

Kind of Business	Total Net Sales			Index of Retail Sales (1930 = 100)			
	1930	(Estimated)		1930	1931	1932	1933
		1931	1932				
All Stores, Total(1)	\$ 13,773,700	\$ 11,466,000	\$ 9,141,000	100.0	83.2	66.4	63.5
Food Group	2,132,100	1,952,000	1,767,000	100.0	91.6	82.9	75.6
Candy and confectionery stores	141,700	134,000	112,000	100.0	94.8	78.8	71.2
Grocery and combination stores	1,647,600	1,549,000	1,466,000	100.0	94.0	89.0	81.8
Meat markets (including sea foods)	328,400	256,000	179,000	100.0	77.9	54.6	46.8
Country General Stores	3,253,200	2,622,000	2,183,000	100.0	80.6	67.1	67.0
General Merchandise Group	2,304,900	1,756,000	1,532,000	100.0	76.2	66.5	65.2
Automotive Group	1,960,700	1,656,000	997,000	100.0	84.4	50.8	45.2
Motor vehicle dealers	1,608,800	1,347,000	732,000	100.0	83.7	45.5	40.7
Accessories, tires and batteries	11,500	8,000	7,000	100.0	69.3	59.2	59.1
Filling stations	165,400	155,000	141,000	100.0	93.5	85.0	74.9
Garages	175,000	146,000	118,000	100.0	83.7	67.2	57.7
Apparel Group	1,298,600	1,207,000	919,000	100.0	92.9	70.8	74.1
Men's and boys' clothing and furnishings stores (includes custom tailors)	248,300	234,000	192,000	100.0	94.4	77.5	72.5
Family clothing stores	797,500	712,000	515,000	100.0	89.3	64.6	73.6
Women's apparel and accessories stores	58,600	51,000	37,000	100.0	86.9	64.0	54.7
Shoe stores	194,200	209,000	174,000	100.0	107.8	89.6	84.1
Building Materials Group	429,600	322,000	229,000	100.0	74.9	53.2	47.4
Hardware stores	85,300	74,000	57,000	100.0	86.5	67.1	59.8
Lumber and building material dealers	244,400	173,000	118,000	100.0	70.8	48.4	43.1
Electrical shops (without radio)							
Heating and plumbing shops	99,900	75,000	53,000	100.0	74.9	53.2	47.4
Paint and glass stores							

Table 7.--Total Net Sales and Sales Indexes, by Kinds of Business (Cont'd.) --

Kind of Business	Total Net Sales (Estimated)			Index of Retail Sales (1930 = 100)			
	1930	1931	1932	1933	1930	1931	1932
	\$	\$	\$	\$	1930	1931	1932
Furniture and Household Group	406,200	310,000	239,000	218,000	100.0	76.4	58.9
Furniture stores	265,500	194,000	165,000	156,000	100.0	72.9	62.0
Household appliance stores	41,100	37,000	24,000	20,000	100.0	88.8	59.3
Other home furnishings (including floor cover- ings, curtains, etc.)	15,800	15,000	10,000	9,000	100.0	96.2	65.7
Radio and music stores	83,800	65,000	40,000	33,000	100.0	77.5	47.6
Restaurants, Cafeterias and Eating Places.	141,900	125,000	99,000	95,000	100.0	88.3	69.8
Other Retail Stores	1,846,500	1,517,000	1,176,000	1,082,000	100.0	82.1	63.7
Farmers' supply stores	434,300	228,000	141,000	130,000	100.0	52.5	32.4
Coal and wood yards	477,700	482,000	388,000	350,000	100.0	100.9	81.3
Drug stores	352,600	328,000	268,000	258,000	100.0	93.1	76.1
Florists	20,100	20,000	18,000	15,000	100.0	98.3	89.0
Jewellery stores	97,600	75,000	60,000	52,000	100.0	77.3	61.2
Office, school and store supplies and equipment dealers	21,900	20,000	18,000	17,000	100.0	92.4	84.4
Tobacco stores and stands	13,700	13,000	11,000	9,000	100.0	94.9	77.2
Unclassified kinds of business(2)	422,900	345,000	268,000	247,000	100.0	81.6	63.3

(1) Group totals may include figures for classifications not specified.

(2) Includes secondhand stores.

63-D-27

CANADA

DOMINION BUREAU OF STATISTICS

CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS

RETAIL MERCHANDISE TRADE

IN THE

MARITIME PROVINCES

1934

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Published by Authority of the Hon. W.D. Euler, M.P.,
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DOMINION BUREAU OF STATISTICS - CANADA

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CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS.

Retail Merchandise Trade in the Maritime Provinces, 1934

Retail sales in the Maritime Provinces for 1934 amounted to \$143,844,000, according to calculations made by the Bureau of Statistics and based upon reports secured for the annual Census of Merchandising and Service Establishments. This figure represents an increase of 11.0 per cent in value of sales over 1933 and it is also 2.5 per cent higher than the amount recorded for 1932. For New Brunswick the increase in value of sales in 1934 over the preceding year was 10.8 per cent; for Nova Scotia the increase was 11.4 per cent, and for Prince Edward Island it was 8.7 per cent. Representing the value of sales in the three Maritime Provinces for 1930 by 100, indexes of sales for the years following are 87.6 for 1931, 71.0 for 1932, 65.6 for 1933, and 72.8 for 1934.

The total business of motor vehicle dealers for 1934, including the sale of both new and used cars, amounted to \$13,320,000, an increase of 41.2 per cent over the figure recorded for 1933 and also 24.3 per cent over the value of sales for 1932. Sales of grocery and combination stores for the three provinces in 1934 were \$27,356,000 or 6.1 per cent higher than in the preceding year. Sales of country general stores showed an increase of 11.6 per cent. For department stores the increase was 8.2 per cent; for furniture stores, 21.4 per cent; for hardware stores, 17.3 per cent, and for drug stores, 4.8 per cent.

Chain Store Sales.--Sales made by chain stores in the Maritime Provinces in 1934 were valued at \$21,607,500 or 15.0 per cent of the total business of all stores, chains and independents, in that year. In 1933 the ratio of chain sales to total sales was 15.2 per cent, while in 1930, the earliest year for which figures are available, the ratio was 12.5 per cent. These chain store figures include the sales for the Maritime Provinces of all retail organizations operating four or more units, exclusive only of department stores. For the Census of Merchandising, all department stores have been treated as independent establishments so that data for ownership groups of department stores are not included in the chain store figures mentioned here.

Chains operating in the grocery and combination store field had sales for 1934 of \$5,512,700 or 20.2 per cent of the total business of all similar stores for that year. In 1933 the ratio of chain store sales was 21.2 per cent and in 1930 it was 13.9 per cent. Drug store chains in the Maritime Provinces transacted 15.2 per cent of the total business of all drug stores in 1934, 15.2 per cent in 1933, and 13.9 per cent in 1930.

Scope of Census.--This report on retail trade in the Maritime Provinces is based upon returns received from all chain store companies and from a representative number of independent stores operating in the various lines of business, for which data are shown in the attached tables. In all, including both chain stores and independent stores, returns were secured covering approximately 2,000 establishments in the Maritime Provinces and it is estimated that these transacted about 70 per cent of the total business for all stores in these provinces. The reports which have been secured have been used to determine the most probable value of sales for those units which do not report to the annual census. The figures given in this report are, therefore, the most accurate estimates possible of the total retail trade for all stores and do not relate to the business of the reporting firms only.

Table 1 shows the value of sales for each year from 1930 to 1934 in the Maritime Provinces for all retail trade as a whole, for stores grouped according to broad kind-of-business groupings and for a number of selected kinds of business. Indexes of sales (1930 = 100) are also shown together with the percentage change in sales between

1933 and 1934. In Table 2 a comparison is made as between chain store sales and total sales. Table 3 presents a comparison of sales by commodity groups for department stores for 1933 and 1934. More detailed tables then follow giving value of sales by kinds of business for each of the three provinces. Supplementary tables are in course of preparation showing employment and wage figures, gross margin percentages and value of inventory on hand at the close of the year. A detailed analysis classifying employees engaged in retail trade on the basis of weekly wage payments is also being prepared.

New Brunswick

Retail trade in New Brunswick for 1934 amounted to \$57,878,000, an increase of 10.8 per cent over the 1933 figure and approximately 2 per cent higher than the amount recorded for 1932. Representing the value of retail sales for 1930 by 100, indexes of sales for the following years are 85.0 for 1931, 67.5 for 1932, 61.9 for 1933, and 68.6 for 1934.

Value of sales for motor vehicle dealers increased over the preceding year by 51.3 per cent. For furniture stores the increase was 24.3 per cent; for hardware stores, 15.0 per cent, and for country general stores, 13.3 per cent. Sales of grocery and combination stores increased by 3.7 per cent, and those of meat markets by 7.8 per cent.

Chain stores in New Brunswick transacted 14.9 per cent of the total business of all stores in that province for 1934. In 1933 the ratio of chain store sales to total sales was 14.5 per cent, and in 1930 it was 14.2 per cent.

Nova Scotia

Retail sales for Nova Scotia in 1934 were \$76,317,000, an increase of 11.4 per cent over the 1933 figure and approximately 3 per cent higher than the amount recorded for 1932. Indexes of sales for years subsequent to 1930 (1930 = 100) are as follows: For 1931, 90.3; for 1932, 74.5; for 1933, 68.8, and for 1934, 76.7.

Value of sales for motor vehicle dealers showed an increase for 1934 of 37.3 per cent over the 1933 figure. For hardware stores the increase was 19.3 per cent; for furniture stores, 13.4 per cent, and for drug stores, 5.8 per cent. Sales of country general stores increased by 11.5 per cent, while the value of business transacted by grocery and combination stores increased by 7.1 per cent.

In 1934 chain stores transacted 16.5 per cent of the total business of all retail stores in this province. In 1933 the ratio of chain store sales to total sales was 17.1 per cent, while in 1930 it was 12.2 per cent.

Prince Edward Island

Value of retail sales for 1934 in this province is estimated at \$9,649,000, an increase of 8.7 per cent over the figure reported for 1933. Representing the value of retail trade in 1930 by 100, indexes of sales for the succeeding years are as follows: For 1931, 83.8; for 1932, 67.2; for 1933, 64.4, and for 1934, 70.1.

Sales of country general stores for 1934 were \$2,302,000, or 5.6 per cent over the 1933 figure. The business transacted by grocery and combination stores was valued at \$1,500,000, an increase of 11.3 per cent over the amount recorded for 1933, while the value of sales made by meat markets for 1934 was 5.2 per cent lower than that for the preceding year.

Chain store sales in this province for 1934 were valued at \$409,500 or 4.2 per cent of the business transacted by all stores. In 1933 the ratio of chain store sales to total sales was 4.0 per cent, while in 1930 the ratio was 4.9 per cent.

Table 1.--Total Net Sales and Sales Indexes, by Kinds of Business

Kind of Business	Total Net Sales (Estimated)					Index of Retail Sales (1930 = 100)					% of Change 1933-1934
	1930	1931	1932	1933	1934	1930	1931	1932	1933	1934	
Total, All Stores	197,665,500	173,084,000	140,306,000	129,635,000	143,844,000	100.0	87.6	71.0	65.6	72.8	+11.0
Food Group	41,924,100	38,704,000	33,835,000	31,614,000	33,421,000	100.0	92.3	80.7	75.4	79.7	+ 5.7
Country General Stores	30,002,900	25,419,000	21,595,000	20,883,000	23,307,000	100.0	84.7	72.0	69.6	77.7	+11.6
General Merchandise Group	32,423,100	28,298,000	22,659,000	21,776,000	23,878,000	100.0	87.3	69.9	67.2	73.6	+ 9.7
Automotive Group	29,912,900	22,605,000	16,045,000	14,234,000	18,322,000	100.0	75.6	53.6	47.6	61.3	+28.7
Apparel Group	16,813,400	14,526,000	11,691,000	11,101,000	12,070,000	100.0	86.4	69.5	66.0	71.8	+ 8.7
Building Materials Group	8,301,600	6,683,000	5,056,000	4,455,000	5,358,000	100.0	80.5	60.9	53.7	64.5	+20.3
Furniture and Household Group	6,379,100	5,347,000	3,698,000	3,168,000	3,758,000	100.0	83.8	58.0	49.7	58.9	+18.6
Restaurants, Cafeterias and Eating Places ..	2,820,700	2,505,000	1,982,000	1,847,000	2,005,000	100.0	88.8	70.3	66.5	71.1	+ 6.8
Other Retail Stores	22,288,000	20,282,000	17,205,000	15,561,000	16,526,000	100.0	91.0	77.2	69.8	74.1	+ 6.2
Government Liquor Stores	6,799,700	8,715,000	6,540,000	4,266,000	5,199,000	100.0	128.2	96.2	73.0	76.5	+ 4.7
Grocery and combination stores	33,515,700	30,976,000	27,460,000	25,779,000	27,356,000	100.0	92.4	81.9	76.9	81.6	+ 6.1
Meat markets (including sea foods)	2,826,400	2,363,000	1,868,000	1,674,000	1,676,000	100.0	83.6	66.1	59.2	59.3	+ 0.1
Department stores	24,212,700	20,784,000	16,246,000	15,898,000	17,196,000	100.0	85.8	67.1	65.7	71.0	+ 8.2
Motor vehicle dealers	22,409,500	15,944,000	10,715,000	9,434,000	13,320,000	100.0	71.1	47.8	42.1	59.4	+41.2
Filling stations	3,803,000	3,643,000	2,889,000	2,645,000	2,764,000	100.0	95.8	76.0	69.6	72.7	+ 4.5
Men's and boys' clothing and furnishings stores (including custom tailors)	5,505,900	4,494,000	3,552,000	3,478,000	3,858,000	100.0	81.6	64.5	63.2	70.1	+10.9
Women's apparel and accessories stores ..	3,259,300	2,871,000	2,260,000	1,910,000	2,006,000	100.0	88.1	69.3	58.6	61.5	+ 5.0
Shoe stores	2,467,800	2,012,000	1,700,000	1,694,000	1,770,000	100.0	81.5	68.9	68.6	71.7	+ 4.5
Hardware stores	4,081,900	3,439,000	2,667,000	2,421,000	2,840,000	100.0	84.2	65.3	59.3	69.6	+17.3
Lumber and building material dealers	2,521,300	1,848,000	1,306,000	1,124,000	1,337,000	100.0	73.3	51.8	44.6	53.0	+19.0
Furniture stores	3,405,100	2,922,000	2,166,000	1,922,000	2,333,000	100.0	85.8	63.6	56.4	68.5	+21.4
Radio and music stores	1,787,200	1,450,000	851,000	686,000	756,000	100.0	81.1	47.6	38.4	42.3	+10.2
Coal and wood yards	6,494,100	6,098,000	5,532,000	5,196,000	5,338,000	100.0	93.9	85.2	80.0	82.2	+ 2.7
Drug stores	5,699,100	5,342,000	4,758,000	4,198,000	4,401,000	100.0	93.7	83.5	73.7	77.2	+ 4.8

Note: In a number of instances figures for the years 1931 to 1933 have been revised.

MARITIME PROVINCES, RETAIL MERCHANDISE TRADE, 1934

	1930	1931	1932	1933	1934
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Table 2(a).--Comparison of Chain Sales and Total Sales, All Stores,
and Selected Kinds of Business

ALL STORES, Total Sales ..	\$197,665,500	173,084,000	140,306,000	129,635,000	143,844,000
Chain sales	\$ 24,800,700	26,811,700	22,324,000	19,647,700	21,607,500
%, chains to total	12.5	15.5	15.9	15.2	15.0
Grocery and Combination Stores, Total Sales	\$ 33,515,700	30,976,000	27,460,000	25,779,000	27,356,000
Chain sales	\$ 4,664,500	6,139,500	5,766,900	5,474,600	5,512,700
%, chains to total	13.9	19.8	21.0	21.2	20.2
Variety, 5-and-10, and to- a-dollar Stores, Total Sales	\$ 3,655,600	3,496,000	3,134,000	2,937,000	3,403,000
Chain sales	\$ 3,398,400	3,237,400	2,905,300	2,720,300	3,164,400
%, chains to total	93.0	92.6	92.7	92.6	93.0
Drug Stores, Total Sales .	\$ 5,699,100	5,342,000	4,758,000	4,198,000	4,401,000
Chain sales	\$ 793,100	798,600	692,000	638,000	670,200
%, chains to total	13.9	14.9	14.5	15.2	15.2

Table 2(b).--Comparison of Chain Store Sales and Total Sales, by Provinces

Maritime Provinces, Total Sales	\$197,665,500	173,084,000	140,306,000	129,635,000	143,844,000
Chain sales	\$ 24,800,700	26,811,700	22,324,000	19,647,700	21,607,500
%, chains to total	12.5	15.5	15.9	15.2	15.0
Prince Edward Island, Total Sales	\$ 13,773,700	11,538,000	9,261,000	8,873,000	9,649,000
Chain sales	\$ 678,700	475,500	433,800	350,900	409,500
%, chains to total	4.9	4.1	4.7	4.0	4.2
Nova Scotia, Total Sales .	\$ 99,519,900	89,855,000	74,119,000	68,513,000	76,317,000
Chain sales	\$ 12,163,300	15,867,000	13,378,300	11,715,500	12,577,600
%, chains to total	12.2	17.7	18.0	17.1	16.5
New Brunswick, Total Sales	\$ 84,371,900	71,691,000	56,926,000	52,249,000	57,878,000
Chain sales	\$ 11,958,700	10,469,200	8,511,900	7,581,300	8,620,400
%, chains to total	14.2	14.6	15.0	14.5	14.9

MARITIME PROVINCES, RETAIL MERCHANDISE TRADE, 1934

Table 3.--Sales by Commodity Groups for Department Stores, 1933 and 1934

Department	Sales in 1933 \$	Sales in 1934 \$	% of Change
Total Sales, All Departments	16,048,000	17,444,000	+ 8.7
Apparel and accessories, women's, misses' and children's (including furs, fur goods, infants' wear, hosiery, gloves, lingerie, etc.)	4,083,100	4,387,000	+ 7.4
Automotive supplies (including tires, batteries, automo- tive parts)	88,300	141,600	+60.4
Cafeterias and restaurants (including fountain and lunch rooms)	53,800	59,500	+10.6
Clothing and furnishings, men's and boys' (including hats and caps)	2,246,200	2,424,900	+ 8.0
Drugs and toilet articles and preparations (including cameras and photographic supplies)	533,700	531,500	- 0.4
Dry goods and notions (including piece goods - silks, woollens, cottons, linens - ribbons, laces, embroideries, buttons, thread, patterns, yarns)	1,376,100	1,557,000	+13.1
Farm and garden equipment and supplies (including farm machinery, harness, seeds, etc.)	133,700	153,400	+14.7
Food and kindred products (groceries, meats, provisions, candies, fruit and vegetables)	639,000	642,500	+ 0.5
Furniture (including mattresses, springs)	711,100	875,100	+23.1
Hardware and kitchen utensils (including paints, wallpaper)	786,700	914,300	+16.2
Home furnishings (draperies, curtains, bedding, table linen, china, glassware, pictures, window shades, floor coverings)	1,554,800	1,670,500	+ 7.4
Household appliances and electrical supplies (washing machines, sewing machines, electric irons, vacuum cleaners, refrigerators, stoves, electrical fixtures, lamps)	248,300	307,500	+23.8
Jewellery and optical goods (including clocks, watches, silverware, plated ware)	227,700	263,100	+15.5
Leather goods and travelling goods (including purses and hand-bags)	115,900	132,300	+14.2
Millinery	275,900	298,300	+ 8.1
Radios, musical instruments, and supplies	234,200	253,600	+ 8.3
Shoes and other footwear (men's, women's and children's) :	1,893,300	1,941,000	+ 2.5
Sporting goods (including bicycles, toys, games)	397,400	404,400	+ 1.8
Stationery, books and magazines	199,400	219,400	+10.0
Receipts from repair or service departments, not included elsewhere (such as hairdressing, electrical contracting, fur storage, interior decorating)	31,400	26,000	-17.2
Miscellaneous merchandise	218,000	241,100	+10.6

Table 4.--NEW BRUNSWICK - Total Net Sales and Sales Indexes, by Kinds of Business

Kind of Business	Total Net Sales (Estimated)				Index of Retail Sales (1930 = 100)				% of Change 1933-1934
	1930	1931	1932	1933	1930	1931	1932	1933	
Total, All Stores	\$ 84,371,900	\$ 71,691,000	\$ 56,926,000	\$ 52,249,000	100.0	85.0	67.5	61.9	+10.8
Food Group	14,982,500	13,403,000	11,803,000	11,022,000	100.0	89.5	78.8	73.6	+ 3.6
Bakery product stores (manufacturing bakeries not included)	133,800	141,000	106,000	98,000	100.0	105.4	79.2	73.2	+ 9.2
Candy and confectionery stores	975,500	935,000	811,000	751,000	100.0	95.8	83.1	77.0	+ 0.4
Dairy product dealers (other than manufacturing dairies)	552,200	519,000	422,000	392,000	100.0	94.0	76.4	71.0	+ 0.6
Fruit and vegetable stores	120,100	116,000	100,000	81,000	100.0	96.7	83.3	67.4	+ 1.2
Grocery and combination stores	12,194,100	10,914,000	9,743,000	9,085,000	100.0	89.5	79.9	74.5	+ 3.7
Meat markets (including sea foods)	923,100	704,000	555,000	553,000	100.0	76.3	60.1	59.9	+ 7.8
Other food stores	83,700	74,000	66,000	62,000	100.0	88.4	78.9	74.1	+ 3.2
Country General Stores	12,236,200	10,548,000	8,614,000	8,529,000	100.0	86.2	70.4	69.7	+13.3
General Merchandise Group	18,679,900	16,141,000	12,169,000	11,688,000	100.0	86.4	65.1	62.6	+ 7.5
Automotive Group	11,697,800	8,348,000	5,987,000	5,022,000	100.0	71.4	51.2	42.9	+33.7
Motor vehicle dealers	8,970,900	5,855,000	3,902,000	3,337,000	100.0	65.3	43.5	37.2	+51.3
Accessories, tires and batteries	120,600	84,000	71,000	71,000	100.0	69.7	58.9	58.9	+ 5.6
Filling stations	1,489,300	1,424,000	1,211,000	958,000	100.0	95.6	81.3	64.3	+ 5.7
Garages	1,108,400	979,000	799,000	652,000	100.0	88.3	72.1	58.8	+ 5.9
Other automotive establishments (including motor-cycles, bicycles and supplies)	8,600	6,000	4,000	4,000	100.0	69.8	46.5	46.5	+25.0
Apparel Group	6,373,300	5,528,000	4,481,000	4,087,000	100.0	86.7	70.3	64.1	+ 7.0
Men's and boys' clothing and furnishings (includes custom tailors)	1,858,900	1,487,000	1,134,000	1,113,000	100.0	80.0	61.0	59.9	+11.6
Family clothing stores	2,291,000	2,085,000	1,663,000	1,581,000	100.0	91.0	72.6	69.0	+10.3
Women's apparel and accessories stores	1,341,600	1,198,000	993,000	790,000	100.0	89.3	74.0	58.9	+ 1.4
Shoe stores	881,800	758,000	691,000	603,000	100.0	86.0	78.4	68.4	+ 0.7

Table 4.--NEW BRUNSWICK - Total Net Sales and Sales Indexes, by Kinds of Business (Cont'd.) -

Kind of Business	Total Net Sales (Estimated)					Index of Retail Sales (1930 = 100)				% of Change 1933-1934	
	1930	1931	1932	1933	1934	1930	1931	1932	1933		1934
		\$	\$	\$	\$						
Building Materials Group	3,359,000	2,795,000	2,009,000	1,779,000	2,234,000	100.0	83.2	59.8	53.0	66.5	+25.6
Hardware stores	1,553,100	1,458,000	1,079,000	955,000	1,098,000	100.0	93.9	69.5	61.5	70.7	+15.0
Lumber and building material dealers	830,800	523,000	315,000	321,000	420,000	100.0	63.0	37.9	38.6	50.6	+30.8
Other building materials (including roofing materials).	324,200	283,000	201,000	126,000	125,000	100.0	87.3	62.0	38.9	38.6	- 0.8
Electrical shops (without radio)	650,900	531,000	414,000	377,000	591,000	100.0	81.6	63.6	57.9	90.8	+56.8
Heating and plumbing shops											
Paint and glass stores											
Furniture and Household Group	2,592,300	2,221,000	1,398,000	1,146,000	1,408,000	100.0	85.7	53.9	44.2	54.3	+22.9
Furniture stores	1,678,000	1,401,000	971,000	828,000	1,029,000	100.0	83.5	57.9	49.3	61.3	+24.3
Household appliance stores	284,700	218,000	129,000	111,000	126,000	100.0	76.6	45.3	39.0	44.3	+13.5
Other home furnishings (including floor coverings, curtains, etc.)	169,000	145,000	91,000	75,000	92,000	100.0	85.8	53.9	44.4	54.4	+22.7
Radio and music stores	460,600	457,000	207,000	132,000	161,000	100.0	99.2	44.9	28.7	35.0	+22.0
Restaurants, Cafeterias and Eating Places ...	1,204,300	1,069,000	845,000	800,000	864,000	100.0	88.8	70.2	66.4	71.7	+ 8.0
Other Retail Stores (1)	8,445,000	7,881,000	6,847,000	6,019,000	6,360,000	100.0	93.3	81.1	71.3	75.3	+ 5.7
Farmers' supply stores	759,100	700,000	552,000	522,000	583,000	100.0	92.2	72.7	68.8	76.8	+11.7
Book stores	350,500	284,000	224,000	210,000	225,000	100.0	81.0	63.9	59.9	64.2	+ 7.1
Coal and wood yards	2,426,100	2,273,000	2,038,000	1,841,000	1,922,000	100.0	93.7	84.0	75.9	79.2	+ 4.4
Ice dealers	106,900	69,000	53,000	42,000	44,000	100.0	64.5	49.6	39.3	41.2	+ 4.8
Drug stores	2,331,000	2,415,000	2,198,000	1,874,000	1,953,000	100.0	103.6	94.3	80.4	83.8	+ 4.2
Florists	202,300	194,000	181,000	137,000	139,000	100.0	95.9	89.5	67.7	68.7	+ 1.5
Jewellery stores	502,900	384,000	323,000	283,000	328,000	100.0	76.4	64.2	56.3	65.2	+15.9
Office, school and store supplies and equipment dealers	297,600	199,000	128,000	117,000	156,000	100.0	66.9	43.0	39.3	52.4	+33.3
Tobacco stores and stands	608,500	622,000	530,000	455,000	427,000	100.0	102.2	87.1	74.8	70.2	- 6.2
Unclassified kinds of business	860,100	741,000	620,000	538,000	583,000	100.0	86.2	72.1	62.6	67.8	+ 8.4
Government liquor stores	4,801,600	3,757,000	2,773,000	2,157,000	2,280,000	100.0	78.2	57.8	44.9	47.5	+ 5.7

(1) Sales of Government liquor stores not included.

Table 5.--NOVA SCOTIA - Total Net Sales and Sales Indexes, by Kinds of Business.

Kind of Business	Total Net Sales (Estimated)					Index of Retail Sales (1930 = 100)					% of Change 1933-1934
	1930	1931	1932	1933	1934	1930	1931	1932	1933	1934	
		\$	\$	\$	\$		\$				
Total, All Stores	99,519,900	89,855,000	74,119,000	68,513,000	76,317,000	100.0	90.3	74.5	68.8	76.7	+11.4
Food Group	24,809,500	23,349,000	20,263,000	18,977,000	20,239,000	100.0	94.1	81.7	76.5	81.6	+ 6.7
Bakery product stores (manufacturing bakeries not included)	191,800	180,000	132,000	127,000	137,000	100.0	93.8	68.8	66.2	71.4	+ 7.9
Candy and confectionery stores	2,209,300	2,077,000	1,672,000	1,471,000	1,629,000	100.0	94.0	75.7	66.6	73.7	+10.7
Dairy product dealers (other than manufacturing dairies)	922,200	950,000	879,000	894,000	920,000	100.0	103.0	95.3	96.9	99.8	+ 2.9
Fruit and vegetable stores	101,800	98,000	84,000	68,000	70,000	100.0	96.3	82.5	66.8	68.8	+ 2.9
Grocery and combination stores	19,674,000	18,513,000	16,251,000	15,346,000	16,438,000	100.0	94.1	82.6	78.0	83.6	+ 7.1
Meat markets (including sea foods)	1,574,900	1,403,000	1,134,000	967,000	934,000	100.0	89.7	72.0	61.4	59.3	+ 3.4
Other food stores	135,500	128,000	111,000	104,000	111,000	100.0	94.5	81.9	76.8	81.9	+ 6.7
Country General Stores	14,513,500	12,249,000	10,798,000	10,174,000	11,342,000	100.0	84.4	74.4	70.1	76.1	+11.5
General Merchandise Group	11,438,300	10,402,000	8,958,000	8,584,000	9,717,000	100.0	90.9	78.3	75.0	85.0	+13.2
Department stores	6,733,300	6,107,000	5,218,000	5,164,000	5,813,000	100.0	90.7	77.5	76.7	86.3	+12.6
Dry goods stores	1,406,200	1,169,000	989,000	879,000	936,000	100.0	83.1	70.3	62.5	66.6	+ 6.5
General merchandise stores	1,308,400	1,199,000	1,028,000	919,000	1,141,000	100.0	91.6	78.6	70.2	87.2	+24.2
Variety stores	1,990,400	1,927,000	1,723,000	1,622,000	1,827,000	100.0	96.8	86.6	81.5	91.8	+12.6
Automotive Group	16,254,400	12,587,000	9,056,000	8,311,000	10,573,000	100.0	77.4	55.7	51.1	65.0	+27.2
Motor vehicle dealers	11,829,800	8,742,000	6,081,000	5,442,000	7,472,000	100.0	73.9	51.4	46.0	63.2	+37.3
Accessories, tires and batteries	338,400	234,000	200,000	200,000	187,000	100.0	69.1	59.1	59.1	55.3	+ 6.5
Filling stations	2,148,300	2,060,000	1,551,000	1,573,000	1,744,000	100.0	95.9	72.2	73.2	81.2	+10.9
Garages	1,853,500	1,486,000	1,177,000	1,053,000	1,115,000	100.0	80.2	63.5	56.8	60.2	+ 5.9
Other automotive establishments (including motor-cycles, bicycles and supplies)	84,400	65,000	47,000	43,000	55,000	100.0	77.0	55.7	50.9	65.2	+27.9
Apparel Group	9,141,500	7,789,000	6,282,000	6,040,000	6,690,000	100.0	85.2	68.7	66.1	73.2	+10.8
Men's and boys' clothing and furnishings (includes custom tailors)	3,398,700	2,773,000	2,226,000	2,185,000	2,430,000	100.0	81.6	65.5	64.3	71.5	+11.2
Family clothing stores	2,491,900	2,352,000	2,001,000	1,851,000	2,070,000	100.0	94.4	80.3	74.3	83.1	+11.8
Women's apparel and accessories stores	1,859,100	1,619,000	1,220,000	1,076,000	1,186,000	100.0	87.1	65.6	57.9	63.8	+10.2
Shoe stores	1,391,800	1,045,000	835,000	928,000	1,004,000	100.0	75.1	60.0	66.7	72.1	+ 8.2

Table 5.--NOVA SCOTIA - Total Net Sales and Sales Indexes, by Kinds of Business (Cont'd.) -

Kind of Business	Total Net Sales (Estimated)					Index of Retail Sales (1930 = 100)					% of Change 1933-1934
	1930	1931	1932	1933	1934	1930	1931	1932	1933	1934	
		\$	\$	\$	\$		\$				
Building Materials Group	4,513,000	3,559,000	2,805,000	2,459,000	2,865,000	100.0	78.9	62.2	54.5	63.5	+16.5
Hardware stores	2,443,500	1,912,000	1,541,000	1,428,000	1,703,000	100.0	78.2	63.1	58.4	69.7	+19.3
Lumber and building material dealers	1,446,100	1,152,000	873,000	698,000	775,000	100.0	79.7	60.4	48.3	53.6	+11.0
Other building materials (including roofing materials)	12,700	11,000	8,000	5,000	5,000	100.0	86.6	63.0	39.4	39.4	-
Electrical shops (without radio)	610,700	484,000	383,000	328,000	382,000	100.0	79.3	62.7	52.4	62.6	+19.4
Heating and plumbing shops											-
Paint and glass stores											-
Furniture and Household Group	3,380,600	2,822,000	2,063,000	1,807,000	2,041,000	100.0	83.5	61.0	53.5	60.4	+12.9
Furniture stores	1,461,600	1,327,000	1,030,000	938,000	1,064,000	100.0	90.8	70.5	64.2	72.8	+13.4
Household appliance stores	363,400	306,000	238,000	181,000	227,000	100.0	84.2	65.5	49.8	62.5	+25.4
Other home furnishings (including floor coverings, curtains, etc.)	312,800	261,000	191,000	167,000	190,000	100.0	83.4	61.1	53.4	60.7	+13.8
Radio and music stores	1,242,800	928,000	604,000	521,000	560,000	100.0	74.7	48.6	41.9	45.1	+ 7.5
Restaurants, Cafeterias and Eating Places	1,474,500	1,311,000	1,038,000	982,000	1,049,000	100.0	88.9	70.4	66.6	71.1	+ 6.8
Other Retail Stores (1)	11,996,500	10,829,000	9,089,000	8,370,000	8,882,000	100.0	90.3	75.8	69.8	74.0	+ 6.1
Farmers' supply stores	897,000	801,000	612,000	565,000	675,000	100.0	89.3	68.2	63.0	75.3	+19.5
Book stores	317,900	299,000	236,000	234,000	274,000	100.0	94.1	74.2	73.6	86.2	+17.1
Coal and wood yards	3,590,300	3,343,000	3,106,000	3,005,000	3,041,000	100.0	93.1	86.5	83.7	84.7	+ 1.2
Ice dealers	127,700	108,000	95,000	83,000	79,000	100.0	91.8	80.7	70.5	67.1	+ 4.8
Drug stores	3,015,500	2,599,000	2,292,000	2,066,000	2,185,000	100.0	86.2	76.0	68.5	72.5	+ 5.8
Florists	165,900	167,000	139,000	124,000	129,000	100.0	100.7	83.8	74.7	77.8	+ 4.0
Jewellery stores	942,900	951,000	595,000	525,000	565,000	100.0	100.9	63.1	55.7	59.9	+ 7.6
Office, school and store supplies and equipment dealers	606,300	423,000	312,000	272,000	330,000	100.0	69.8	51.5	44.9	54.4	+21.3
Tobacco stores and stands	823,800	757,000	595,000	493,000	519,000	100.0	91.9	72.2	59.8	63.0	+ 5.3
Unclassified kinds of business	1,519,200	1,381,000	1,107,000	1,003,000	1,085,000	100.0	90.9	72.9	66.0	71.4	+ 8.2
Government liquor stores	1,998,100	4,958,000	3,767,000	2,809,000	2,919,000	100.0	248.1	188.5	140.6	146.1	+ 3.9

(1) Sales of Government liquor stores not included.

Table 6.--PRINCE EDWARD ISLAND - Total Net Sales and Sales Indexes, by Kinds of Business

Kind of Business	Total Net Sales (Estimated)				Index of Retail Sales (1930 = 100)				% of Change 1933-1934		
	1930	1931	1932	1933	1930	1931	1932	1933			
										1934	
Total, All Stores	13,773,700	11,538,000	9,261,000	8,873,000	9,649,000	100.0	83.8	67.2	64.4	70.1	+ 8.7
Food Group	2,132,100	1,952,000	1,769,000	1,615,000	1,766,000	100.0	91.6	83.0	75.7	82.8	+ 9.3
Candy and confectionery stores	141,700	134,000	112,000	101,000	108,000	100.0	94.6	79.0	71.3	76.2	+ 6.9
Grocery and combination stores	1,647,600	1,549,000	1,466,000	1,348,000	1,500,000	100.0	94.0	89.0	81.8	91.0	+11.3
Meat markets (including sea foods)	328,400	256,000	179,000	154,000	146,000	100.0	78.0	54.5	46.9	44.5	+ 5.2
Country General Stores	3,253,200	2,622,000	2,103,000	2,180,000	2,302,000	100.0	80.6	67.1	67.0	70.8	+ 5.6
General Merchandise Group	2,304,900	1,755,000	1,532,000	1,504,000	1,595,000	100.0	76.1	66.5	65.3	69.2	+ 6.1
Automotive Group	1,960,700	1,670,000	1,002,000	901,000	1,034,000	100.0	85.2	51.1	46.0	52.7	+14.8
Motor vehicle dealers	1,608,800	1,347,000	732,000	655,000	798,000	100.0	83.7	45.5	40.7	49.6	+21.8
Filling stations	165,400	159,000	127,000	114,000	117,000	100.0	96.1	76.8	68.9	70.7	+ 2.6
Garages	175,000	156,000	136,000	125,000	113,000	100.0	89.1	77.7	71.4	64.6	+ 9.6
Apparel Group	1,298,600	1,209,000	928,000	974,000	1,008,000	100.0	93.1	71.5	75.0	77.6	+ 3.5
Men's and boys' clothing and furnishings (includes custom tailors)	248,300	234,000	192,000	180,000	186,000	100.0	94.2	77.3	72.5	74.9	+ 3.3
Family clothing stores	797,500	712,000	515,000	587,000	622,000	100.0	89.3	64.6	73.6	78.0	+ 6.0
Women's apparel and accessories stores	58,600	54,000	47,000	44,000	41,000	100.0	92.2	80.2	75.1	70.0	+ 6.8
Shoe stores	194,200	209,000	174,000	163,000	159,000	100.0	107.6	89.6	83.9	81.9	- 2.5

Note: Group totals may include figures for classifications for which separate data are not shown.

Table 6.--PRINCE EDWARD ISLAND - Total Net Sales and Sales Indexes, by Kinds of Business (Cont'd.) -

Kind of Business	Total Net Sales (Estimated)					Index of Retail Sales (1930 = 100)					% of Change 1933-1934
	1930 \$	1931	1932	1933	1934	1930	1931	1932	1933	1934	
		\$	\$	\$	\$		\$				
Building Materials Group	429,600	329,000	242,000	217,000	259,000	100.0	76.6	56.3	50.5	60.3	+19.4
Hardware stores	85,300	69,000	47,000	38,000	39,000	100.0	80.9	55.1	44.5	45.7	+ 2.6
Lumber and building material dealers	244,400	173,000	118,000	105,000	142,000	100.0	70.8	48.3	43.0	58.1	+35.2
Electrical shops (without radio)											
Heating and plumbing shops	99,900	87,000	77,000	74,000	78,000	100.0	87.1	77.1	74.1	78.1	+ 5.4
Paint and glass stores											
Furniture and Household Group	406,200	304,000	237,000	215,000	309,000	100.0	74.8	58.3	52.9	76.1	+43.7
Furniture stores	265,500	194,000	165,000	156,000	240,000	100.0	73.1	62.1	58.8	90.4	+53.8
Household appliance stores	41,100	33,000	23,000	18,000	22,000	100.0	80.3	56.0	43.8	53.5	+22.2
Radio and music stores	83,800	65,000	40,000	33,000	35,000	100.0	77.6	47.7	39.4	41.8	+ 6.1
Restaurants, Cafeterias and Eating Places ...	141,900	125,000	99,000	95,000	92,000	100.0	88.1	69.8	66.9	64.8	- 3.2
Other Retail Stores	1,846,500	1,572,000	1,269,000	1,172,000	1,284,000	100.0	85.1	68.7	63.5	69.5	+ 9.6
Farmers' supply stores	434,300	261,000	189,000	180,000	241,000	100.0	60.1	43.5	41.4	55.5	+33.9
Coal and wood yards	477,700	482,000	388,000	350,000	375,000	100.0	100.9	81.2	73.3	78.5	+ 7.1
Drug stores	352,600	328,000	268,000	258,000	263,000	100.0	93.0	76.0	73.2	74.6	+ 1.9
Jewellery stores	97,600	75,000	60,000	52,000	56,000	100.0	76.8	61.5	53.3	57.4	+ 7.7
Unclassified kinds of business	422,900	368,000	311,000	283,000	301,000	100.0	87.0	73.5	66.9	71.2	+ 6.4

Note: Group totals may include figures for classifications for which separate data are not shown.

63-D-27

C A N A D A

DOMINION BUREAU OF STATISTICS

CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS

RETAIL MERCHANDISE TRADE

IN THE

MARITIME PROVINCES

1935

Published by Authority of the Hon. W.D. Euler, M.P.,
Minister of Trade and Commerce.

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DOMINION BUREAU OF STATISTICS - CANADA

Dominion Statistician: R. H. Coats, LL.D., F.R.S.C., F.S.S.(Hon.)

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CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS.

Retail Merchandise Trade in the Maritime Provinces, 1935

Retail sales in the Maritime Provinces in 1935 totalled \$151,613,000, increases of 5 per cent and 17 per cent over the amounts recorded for 1934 and 1933 respectively, bringing the index of sales for this economic division to 76.7 on the base 1930 equals 100. New Brunswick sales were 5.7 per cent greater in 1935 than in the preceding year; Nova Scotia reported a similar increase of 5.6 per cent, while in Prince Edward Island the increase was 2.5 per cent.

Conforming with the results for all sections of the country, the greatest percentage increase in trade in the Maritime Provinces was recorded by the automotive group of establishments, total sales for this group showing a relative improvement of 21.8 per cent. The building materials group and furniture and household group, both of which recorded substantial gains over 1934 in all other parts of the Dominion, reported only minor increases of 3 per cent here.

Grocery and combination store sales for the three provinces combined totalled \$28,326,000 in 1935, an increase of 4 per cent over 1934, bringing the index for this group of stores to 84.5 (1930 = 100). The index of retail food prices for Canada as a whole for 1935, and on the same base, was 71.4. While an exact comparison of the two indexes is not valid, it is evident that the decrease in value of food store sales may be largely attributed to changes in price levels rather than to a reduction in quantity of goods purchased.

Department store sales for 1935 totalled \$17,567,000, an increase of 2 per cent over the preceding year; drug store sales were up by 3 per cent; country general store sales by 3 per cent, and hardware store sales by 5 per cent. Radio and music stores, while reporting increases over 1934 in all other parts, reported a decline in business of 4 per cent in the Maritimes. ~~Coal and wood yard sales were also down by 5 per cent and~~ women's apparel store sales were down by 2 per cent.

Chain Stores.--The proportion of the total retail trade transacted by chains increased slightly in 1935 over 1934, both for the economic division as a whole and also in each of the three provinces. There were 64 different chain companies in the Maritimes in 1935 and these operated 485 stores with \$23,139,400 sales, this amount forming 15.3 per cent of the total retail business. The corresponding chain ratio was 15.0 per cent in 1934, 15.2 per cent in 1933, and 12.5 per cent in 1930.

Whether viewed from the standpoint of number of chains, number of stores or value of sales, chains are of greatest importance in the Maritime Provinces in the grocery or combination store field. There were 15 grocery or combination store chains which operated 145 unit stores in the Maritime Provinces in 1935 and these had sales amounting to \$5,539,700 or 19.6 per cent of the total business of all similar stores. The chain ratio for this kind of business declined slightly from 1934, when it was 20.2 per cent, and it shows an even greater decline from 1933, when it was 21.2 per cent.

The chain store sales given here include the business of units located in the Maritime Provinces and which belong to retail organizations which operate at least four stores in Canada. Department stores are, however, excluded from the chain store data. For the Census of Merchandising, all department stores are treated as independent establishments so that data for ownership groups of department stores are not included in the chain store figures given here.

Scope of Census.--This report is based upon returns received from all chain store companies and from a representative number of independent stores operating in the various lines of business for which data are shown. The reports which have been secured

have been used to determine the most probable value of sales for those units which do not report to the annual census. These estimated figures have been added to the amounts actually reported so that the figures given in this bulletin relate to the total estimated retail trade and not only to the business of the reporting firms. In all, including both chains and independents, returns were received covering more than 2,000 establishments in the Maritime Provinces and it is estimated that these transacted almost 70 per cent of the total retail trade of this division. But, as already stated, allowance has been made for the omission of figures for firms from which no returns were secured so that no further additions should be made to the retail sales data shown in the attached tables.

Table 1 shows the number of stores and value of sales for 1930 together with the total estimated sales for each of the years 1933 to 1935, first, for stores grouped according to broad kind-of-business groupings and then for a number of selected kinds of business. Indexes of sales (1930 = 100) are also shown together with the percentage change in sales between 1934 and 1935. In Table 2 a comparison is made between chain store sales and total sales. Table 3 presents a comparison of sales by commodity groups for department stores for 1934 and 1935. More detailed tables then follow similar in form to Table 1 and giving value of sales by kinds of business for each of the three provinces.

New Brunswick

Retail sales in New Brunswick for 1935 totalled \$61,318,000, an increase of almost 6 per cent over 1934 and 17 per cent greater than the amount recorded for 1933. The index of sales for 1935 stands at 72.7, indicating that the value of retail trade was 27.3 per cent below the level of the base year 1930.

Motor vehicle dealer sales were up by 34 per cent; household appliance stores reported an increase of 15 per cent, and furniture store sales were up by 8 per cent. Grocery and combination store sales totalled \$9,710,000, an increase of 3 per cent, while country general store sales of \$9,943,000 showed an improvement of 3 per cent.

Chain sales in New Brunswick totalled \$9,055,900 in 1935, this amount forming 14.8 per cent of the total retail trade. The chain ratio remains practically unchanged from 1934, when it was 14.6 per cent, and from 1933, when it was 14.5 per cent.

Nova Scotia

Retail sales in Nova Scotia in 1935 totalled \$80,409,000, increases of 6 per cent and 18 per cent over the amounts recorded for 1934 and 1933 respectively. Index of sales for this province for 1935 stands at 80.8 (1930 = 100).

Motor vehicle dealers reported an increase in business over the preceding year of 24 per cent; household appliance store sales were up by 12 per cent, and Government liquor store sales showed an increase of 14 per cent. Grocery and combination store sales of \$17,077,000 were 4 per cent greater than in the preceding year, while country general stores, with sales of \$11,852,000, were up by 5 per cent.

Chain sales in Nova Scotia totalled \$13,623,300 in 1935 and this amount formed 16.9 per cent of the total retail trade of the province. The chain ratio was 16.6 per cent in 1934, 17.2 per cent in 1933 and 12.2 per cent in 1930.

Prince Edward Island

Retail sales in Prince Edward Island in 1935 totalled \$9,886,000, an increase of 2.5 per cent over 1934, bringing the index of sales for this province to 71.8 on the base 1930 equals 100. The increase in total trade for Prince Edward Island is less than that reported in any other province, the smaller increase being largely due to a less pronounced improvement in the automotive business in this province. In addition, country general store sales, which form a large proportion of the total retail trade, remained constant over the two year period. Grocery and combination store sales of \$1,539,000 were up by 3 per cent.

Chain sales in Prince Edward Island amounted to \$460,200, or 4.7 per cent of the total trade of the province. The corresponding ratio was 4.3 per cent in 1934, 4.0 per cent in 1933 and 4.9 per cent in 1930.

MARITIME PROVINCES - RETAIL MERCHANDISE TRADE, 1935

Table 1.--Total Net Sales and Sales Indexes, by Kinds of Business

Kind of Business	Stores and Sales, 1930		Total Net Sales, Estimated(2)					Indexes of Retail Sales (1930 = 100)					% of Change, 1934-1935			
	Number(1) of Stores	Total Net Sales \$	1933			1934		1935		1930	1931	1932		1933	1934	1935
			\$	\$	\$	\$	\$									
Total, All Stores	11,749	197,665,500	129,396,000	143,789,000	151,613,000	100.0	87.5	70.9	65.5	72.7	76.7	+ 5.4				
Food Group	5,071	41,924,100	31,375,000	33,160,000	34,303,000	100.0	92.1	80.3	74.8	79.1	81.8	+ 3.4				
Country General Stores	1,736	30,002,900	20,883,000	23,307,000	24,095,000	100.0	84.7	72.0	69.6	77.7	80.3	+ 3.4				
General Merchandise Group	255	32,423,100	21,776,000	23,878,000	24,789,000	100.0	87.3	69.9	67.2	73.6	76.5	+ 3.8				
Automotive Group	1,038	29,912,900	14,234,000	18,322,000	22,310,000	100.0	75.6	53.6	47.6	61.3	74.6	+ 21.8				
Apparel Group	819	16,813,400	11,101,000	12,070,000	12,328,000	100.0	86.4	69.5	66.0	71.8	73.3	+ 2.1				
Building Materials Group	288	8,301,600	4,455,000	5,358,000	5,515,000	100.0	80.5	60.9	53.7	64.5	66.4	+ 2.9				
Furniture and Household Group	246	6,379,100	3,168,000	3,964,000	4,079,000	100.0	83.8	58.0	49.7	62.1	63.9	+ 2.9				
Restaurants, Cafeterias and Eating Places .	414	2,820,700	1,877,000	2,005,000	2,120,000	100.0	88.8	70.3	66.5	71.1	75.2	+ 5.7				
Other Retail Stores	1,813	22,288,000	15,561,000	16,526,000	16,379,000	100.0	91.0	77.2	69.8	74.1	73.5	- 0.9				
Government Liquor Stores	69	6,799,700	4,966,000	5,199,000	5,695,000	100.0	128.2	96.2	73.0	76.5	83.8	+ 9.5				
Grocery and combination stores	3,327	33,515,700	25,779,000	27,356,000	28,326,000	100.0	92.4	81.9	76.9	81.6	84.5	+ 3.5				
Meat markets (including sea foods)	374	2,826,400	1,674,000	1,676,000	1,763,000	100.0	83.6	66.1	59.2	59.3	62.4	+ 5.2				
Department stores	20	24,212,700	15,898,000	17,196,000	17,567,000	100.0	85.8	67.1	65.7	71.0	72.6	+ 2.2				
Motor vehicle dealers	235	22,409,500	9,434,000	13,320,000	16,913,000	100.0	71.1	47.8	42.1	59.4	75.5	+ 27.0				
Filling stations	440	3,803,000	2,645,000	2,764,000	2,988,000	100.0	95.8	76.0	69.6	72.7	78.6	+ 8.1				
Men's and boys' clothing and furnishings (includes custom tailors)	340	5,505,900	3,478,000	3,858,000	4,011,000	100.0	81.6	64.5	63.2	70.1	72.8	+ 4.0				
Women's apparel and accessories stores ..	233	3,259,300	1,910,000	2,006,000	1,970,000	100.0	88.1	69.3	58.6	61.5	60.4	- 1.8				
Shoe stores	116	2,467,800	1,694,000	1,770,000	1,804,000	100.0	81.5	68.9	68.6	71.7	73.1	+ 1.9				
Hardware stores	134	4,081,900	2,421,000	2,840,000	2,970,000	100.0	84.2	65.3	59.3	69.6	72.8	+ 4.6				
Lumber and building material dealers	37	2,521,300	1,124,000	1,337,000	1,364,000	100.0	73.3	51.8	44.6	53.0	54.1	+ 2.0				
Furniture stores	76	3,405,100	1,922,000	2,333,000	2,404,000	100.0	85.8	63.6	56.4	68.5	70.6	+ 3.0				
Radio and music stores	76	1,787,200	686,000	756,000	724,000	100.0	81.1	47.6	38.4	42.3	40.5	- 4.2				
Coal and wood yards	120	6,494,100	5,196,000	5,338,000	5,071,000	100.0	93.9	85.2	80.0	82.2	78.1	- 5.0				
Drug stores	282	5,699,100	4,198,000	4,401,000	4,522,000	100.0	93.7	83.5	73.7	77.2	79.3	+ 2.7				

(1) The numbers of stores shown in this column relate only to 1930.

(2) In some instances, figures for 1933 and 1934 have been revised.

MARITIME PROVINCES - RETAIL MERCHANDISE TRADE, 1935

Table 2(a).--Number of Chains, Chain Stores, Total Chain Store Sales and Percentage of Chain Store Sales to Total Sales, by Years

	1930	1932	1933	1934	1935
ALL STORES, TOTAL -					
Chains	66	65	64	60	64
Stores (maximum) ...	407	467	481	477	485
Chain sales	\$ 24,800,700	22,324,000	19,647,700	21,518,000	23,139,400
Total sales	\$197,665,500	140,132,000	129,396,000	143,789,000	151,613,000
%, chains to total .	12.5	15.9	15.2	15.0	15.3
Grocery and Combination Stores -					
Chains	12	15	17	15	15
Stores (maximum) ...	98	146	156	149	145
Chain sales	\$ 4,664,500	5,766,900	5,474,600	5,512,700	5,539,700
Total sales	\$ 33,515,700	27,460,000	25,779,000	27,356,000	28,326,000
%, chains to total .	13.9	21.0	21.2	20.2	19.6
Variety, 5-and-10, and to-a-dollar Stores -					
Chains	3	3	3	4	5
Stores (maximum) ...	24	24	24	30	35
Chain sales	\$ 3,398,400	2,905,300	2,720,300	3,164,400	3,644,000
Total sales	\$ 3,655,600	3,134,000	2,937,000	3,403,000	3,890,000
%, chains to total .	93.0	92.7	92.6	93.0	93.7
Drug Stores -					
Chains	4	4	4	4	4
Stores (maximum) ...	23	24	25	26	26
Chain sales	\$ 793,100	692,000	638,000	670,200	698,600
Total sales	\$ 5,699,100	4,758,000	4,198,000	4,401,000	4,522,000
%, chains to total .	13.9	14.5	15.2	15.2	15.4

Table 2(b).--Comparison of Chain Store Sales and Total Sales, by Provinces

	1930	1932	1933	1934	1935
Maritime Provinces -					
Total sales	\$197,665,500	140,132,000	129,396,000	143,789,000	151,613,000
Chain sales	\$ 24,800,700	22,324,000	19,647,700	21,518,000	23,139,400
%, chains to total .	12.5	15.9	15.2	15.0	15.3
Prince Edward Island -					
Total sales	\$ 13,773,700	9,261,000	8,873,000	9,649,000	9,886,000
Chain sales	\$ 678,700	433,800	350,900	411,100	460,200
%, chains to total .	4.9	4.7	4.0	4.3	4.7
Nova Scotia -					
Total sales	\$ 99,519,900	73,945,000	68,274,000	76,124,000	80,409,000
Chain sales	\$ 12,163,300	13,378,300	11,715,500	12,613,200	13,623,300
%, chains to total .	12.2	18.1	17.2	16.6	16.9
New Brunswick -					
Total sales	\$ 84,371,900	56,926,000	52,249,000	58,016,000	61,318,000
Chain sales	\$ 11,958,700	8,511,900	7,581,300	8,493,700	9,055,900
%, chains to total .	14.2	15.0	14.5	14.6	14.8

MARITIME PROVINCES - RETAIL MERCHANDISE TRADE, 1935

Table 3.--Sales by Commodity Groups for Department Stores, 1934 and 1935

Department	Sales in 1934 \$	Sales in 1935 \$	% of Change
Total Sales, All Departments	17,196,000	17,567,000	+ 2.2
Apparel and accessories, women's, misses' and children's (including furs, fur goods, infants' wear, hosiery, gloves, lingerie, etc.)	4,248,000	4,366,000	+ 2.8
Automotive supplies (including tires, batteries, automo- tive parts)	234,000	223,000	- 4.7
Cafeterias and restaurants (including fountain and lunch rooms)	57,000	67,000	+17.5
Clothing and furnishings, men's and boys' (including hats and caps)	2,390,000	2,432,000	+ 1.8
Drugs and toilet articles and preparations (including cameras and photographic supplies)	542,000	553,000	+ 2.0
Dry goods and notions, including piece goods - silks, woollens, cottons, linens (other than bed or table linens) - ribbons, laces, embroideries, buttons, thread, patterns, yarns	1,683,000	1,691,000	+ 0.5
Farm and garden equipment and supplies (including farm machinery, harness, seeds, etc.)	147,000	132,000	-10.2
Food and kindred products (groceries, meats, provisions, candies, fruit and vegetables)	824,000	870,000	+ 5.6
Furniture (including mattresses, springs)	853,000	895,000	+ 4.9
Hardware and kitchen utensils (including paints, wall- paper)	839,000	827,000	- 1.4
Home furnishings - draperies, curtains, bedding (includ- ing bed linen, blankets), table linen, china, glass- ware, pictures, window shades, floor coverings	1,432,000	1,519,000	+ 6.1
Household appliances and electrical supplies (washing machines, sewing machines, electric irons, vacuum cleaners, refrigerators, stoves, electrical fixtures, lamps)	369,000	379,000	+ 2.7
Jewellery and optical goods (including clocks, watches, silverware, plated ware)	265,000	242,000	- 8.7
Leather goods and travelling goods (including purses and hand-bags)	107,000	146,000	+36.4
Millinery	288,000	290,000	+ 0.7
Radioes, musical instruments, and supplies	244,000	308,000	+26.2
Shoes and other footwear (men's, women's and children's)	1,902,000	1,873,000	- 1.5
Sporting goods (including bicycles, toys, games)	301,000	288,000	- 4.3
Stationery, books and magazines	214,000	207,000	- 3.3
Receipts from repair or service departments, not includ- ed elsewhere (such as hairdressing, electrical con- tracting, fur storage, interior decorating)	28,000	27,000	- 3.6
Miscellaneous merchandise	229,000	232,000	+ 1.3

Table 4.--NEW BRUNSWICK - Total Net Sales and Sales Indexes, by Kinds of Business

Kind of Business	Stores and Sales, 1930		Total Net Sales, Estimated (2)				Indexes of Retail Sales (1930 = 100)						% of Change, 1934-1935
	Number (1) of Stores	Total Net Sales \$	Total Net Sales, Estimated (2)			Indexes of Retail Sales (1930 = 100)							
			1933 \$	1934 \$	1935 \$	1930	1931	1932	1933	1934	1935		
Total, All Stores	4,434	84,371,900	52,249,000	58,016,000	61,318,000	100.0	85.0	67.5	61.9	68.8	72.7	+ 5.7	
Food Group	1,818	14,982,500	11,022,000	11,416,000	11,730,000	100.0	89.5	78.8	73.6	76.2	78.3	+ 2.8	
Bakery product stores (manufacturing bakeries not included)	35	133,800	98,000	107,000	117,000	100.0	105.4	79.2	73.2	80.0	87.4	+ 9.6	
Candy and confectionery stores	236	975,500	751,000	754,000	746,000	100.0	95.8	83.1	77.0	77.3	76.5	- 1.1	
Dairy product dealers (other than manufac- turing dairies)	192	552,200	392,000	395,000	421,000	100.0	94.0	76.4	71.0	71.5	76.2	+ 6.6	
Fruit and vegetable stores	8	120,100	81,000	82,000	77,000	100.0	96.7	83.3	67.4	68.3	64.1	- 6.1	
Grocery and combination stores	1,214	12,194,100	9,085,000	9,418,000	9,710,000	100.0	89.5	79.9	74.5	77.2	79.6	+ 3.1	
Meat markets (including sea foods)	117	923,100	553,000	596,000	591,000	100.0	76.3	60.1	59.9	64.6	64.0	- 0.8	
Other food stores	16	83,700	62,000	64,000	68,000	100.0	88.4	78.9	74.1	76.5	81.2	+ 6.3	
Country General Stores	706	12,236,200	8,529,000	9,663,000	9,943,000	100.0	86.2	70.4	69.7	79.0	81.3	+ 2.9	
General Merchandise Group	98	18,679,900	11,698,000	12,566,000	13,028,000	100.0	86.4	65.1	62.6	67.3	68.7	+ 3.7	
Automotive Group	451	11,697,800	5,022,000	6,715,000	8,591,000	100.0	71.4	51.2	42.9	57.4	73.4	+ 27.9	
Motor vehicle dealers	113	8,970,900	3,337,000	4,050,000	6,743,000	100.0	65.3	43.5	37.2	56.3	75.2	+ 33.5	
Accessories, tires and batteries	11	120,600	71,000	67,000	67,000	100.0	69.7	58.9	58.9	55.6	55.6	---	
Filling stations	188	1,489,300	958,000	903,000	988,000	100.0	95.6	81.3	64.3	60.6	66.3	+ 9.4	
Garages	136	1,109,400	652,000	690,000	787,000	100.0	88.3	72.1	58.8	62.3	71.0	+ 14.0	
Other automotive establishments (including motorcycles, bicycles and supplies)	3	8,600	4,000	5,000	6,000	100.0	69.8	46.5	46.5	58.1	69.8	+ 20.0	
Apparel Group	307	6,373,300	4,087,000	4,372,000	4,533,000	100.0	86.7	70.3	64.1	68.6	71.1	+ 3.7	
Men's and boys' clothing and furnishings (includes custom tailors)	114	1,858,900	1,113,000	1,242,000	1,338,000	100.0	80.0	61.0	59.9	66.8	72.0	+ 7.7	
Family clothing stores	54	2,291,000	1,581,000	1,744,000	1,791,000	100.0	91.0	72.6	69.0	76.1	78.2	+ 2.7	
Women's apparel and accessories stores	100	1,341,600	790,000	779,000	753,000	100.0	89.3	74.0	58.9	58.1	56.1	- 3.3	
Shoe stores	39	881,800	603,000	607,000	651,000	100.0	86.0	78.4	68.4	68.8	73.8	+ 7.2	

(1) and (2): See footnotes on page 7.

Table 4.--NEW BRUNSWICK - Total Net Sales and Sales Indexes, by Kinds of Business (Cont'd.) -

Kind of Business	Stores and Sales, 1930		Total Net Sales, Estimated(2)			Indexes of Retail Sales (1930 = 100)					% of Change, 1934-1935
	Number(1) of Stores	Total Net Sales	1933		1935	1930	1931	1932	1933	1934	
			\$	\$							
Building Materials Group	115	3,352,000	1,779,000	2,234,000	2,273,000	100.0	83.2	59.8	53.0	66.5	+ 1.7
Hardware stores	47	1,553,100	955,000	1,098,000	1,147,000	100.0	93.9	69.5	61.5	70.7	+ 4.5
Lumber and building material dealers	13	830,800	321,000	420,000	401,000	100.0	63.0	37.9	38.6	50.6	- 4.5
Other building materials (including roofing materials)	4	324,200	126,000	125,000	146,000	100.0	87.3	62.0	38.9	38.6	+ 16.7
Electrical shops (without radio)	51	650,900	377,000	591,000	579,000	100.0	81.6	63.6	57.9	90.8	- 2.1
Heating and plumbing shops											
Paint and glass stores	87	2,592,300	1,146,000	1,546,000	1,655,000	100.0	85.7	53.9	44.2	59.6	+ 7.1
Furniture and Household Group											
Furniture stores	35	1,678,000	828,000	1,029,000	1,110,000	100.0	83.5	57.9	49.3	61.3	+ 7.9
Household appliance stores	13	284,700	(3)	264,000	303,000	100.0	76.6	45.3	(3)	92.7	+ 14.6
Other home furnishings (including floor coverings, curtains, etc.)	17	169,000	75,000	92,000	91,000	100.0	85.8	53.9	44.4	54.4	- 1.1
Radio and music stores	22	460,600	132,000	161,000	151,000	100.0	99.2	44.9	28.7	35.0	- 6.2
Restaurants, Cafeterias and Eating Places	174	1,204,300	800,000	864,000	911,000	100.0	83.8	70.2	66.4	71.7	+ 5.4
Other Retail Stores(4)	641	8,445,000	6,019,000	6,360,000	6,278,000	100.0	23.3	81.1	71.3	75.3	- 1.3
Farmers' supply stores	40	759,100	522,000	583,000	570,000	100.0	92.2	72.7	68.8	76.8	- 2.2
Book stores	25	350,500	210,000	225,000	235,000	100.0	81.0	63.9	59.9	64.2	+ 4.5
Coal and wood yards	53	2,426,100	1,841,000	1,922,000	1,851,000	100.0	93.7	84.0	75.9	79.2	- 4.4
Drug stores	115	2,331,000	1,874,000	1,953,000	1,996,000	100.0	103.6	94.3	80.4	83.8	+ 2.2
Florists	17	222,300	137,000	139,000	135,000	100.0	95.9	89.5	67.7	68.7	- 2.9
Jewellery stores	37	502,900	293,000	328,000	346,000	100.0	76.4	64.2	56.3	65.2	+ 5.5
Office, school and store supplies and equipment dealers	11	297,600	117,000	156,000	167,000	100.0	66.9	43.0	39.3	52.4	+ 7.1
Tobacco stores and stands	43	608,500	455,000	427,000	403,000	100.0	102.2	87.1	74.8	70.2	- 5.6
Unclassified kinds of business	310	967,000	580,000	627,000	589,000	100.0	83.8	69.6	60.0	64.8	- 6.1
Government liquor stores	37	4,801,600	2,157,000	2,280,000	2,376,000	100.0	78.2	57.8	44.9	47.5	+ 4.2

(1) The numbers of stores shown in this column relate only to 1930.

(2) In a few instances, figures for 1933 and 1934 have been revised.

(3) Figures for this classification for 1933 are not considered sufficiently complete to warrant publishing. They are included, however, in the group total.

(4) Does not include Government liquor stores.

MARITIME PROVINCES - RETAIL MERCHANDISE TRADE, 1935
Table 5.--NOVA SCOTIA - Total Net Sales and Sales Indexes, by Kinds of Business

Kind of Business	Stores and Sales, 1930		Total Net Sales, Estimated(2)			Indexes of Retail Sales (1930 = 100)						% of Change, 1934-1935
	Number(1) of Stores	Total Net Sales \$	1933 \$	1934 \$	1935 \$	1930	1931	1932	1933	1934	1935	
Total, All Stores	6,464	99,519,900	68,274,000	76,124,000	80,409,000	100.0	90.2	74.3	68.6	76.5	80.8	+ 5.6
Food Group	2,937	24,809,500	18,728,000	19,978,000	20,733,000	100.0	93.8	81.0	75.5	80.5	83.6	+ 3.8
Bakery product stores (manufacturing bakeries not included)	39	191,800	127,000	137,000	145,000	100.0	93.8	68.8	66.2	71.4	75.6	+ 5.8
Candy and confectionery stores	541	2,209,300	1,471,000	1,629,000	1,596,000	100.0	94.0	75.7	66.6	73.7	72.2	- 2.0
Dairy product dealers (other than manufactur- ing dairies)	208	922,200	655,000	659,000	733,000	100.0	94.0	76.4	71.0	71.5	79.5	+ 11.2
Fruit and vegetable stores	15	101,800	68,000	70,000	66,000	100.0	96.3	82.5	66.8	68.8	64.8	- 5.7
Grocery and combination stores	1,889	19,674,000	15,346,000	16,438,000	17,077,000	100.0	94.1	82.6	78.0	83.6	86.8	+ 3.9
Meat markets (including sea foods)	209	1,574,900	967,000	934,000	958,000	100.0	89.7	72.0	61.4	59.3	63.4	+ 6.9
Other food stores	36	135,500	104,000	111,000	118,000	100.0	94.5	81.9	76.8	81.9	87.1	+ 6.3
Country General Stores	862	14,513,500	10,174,000	11,342,000	11,852,000	100.0	84.4	74.4	70.1	78.1	81.7	+ 4.5
General Merchandise Group	149	11,428,300	8,584,000	9,717,000	10,026,000	100.0	90.9	78.3	75.0	85.0	88.3	+ 3.2
Automotive Group	511	16,254,400	8,311,000	10,573,000	12,565,000	100.0	77.4	55.7	51.1	65.0	77.3	+ 18.8
Motor vehicle dealers	101	11,229,800	5,442,000	7,472,000	9,273,000	100.0	73.9	51.4	46.0	63.2	78.4	+ 24.1
Accessories, tires and batteries	15	338,400	200,000	187,000	187,000	100.0	69.1	59.1	57.1	55.3	55.3	---
Filling stations	229	2,148,300	1,573,000	1,744,000	1,872,000	100.0	95.9	72.2	73.2	81.2	87.1	+ 7.3
Other automotive establishments (including motorcycles, bicycles and supplies)	160	1,853,500	1,053,000	1,115,000	1,172,000	100.0	80.2	63.5	56.8	60.2	63.2	+ 5.1
Apparel Group	6	84,400	43,000	55,000	61,000	100.0	77.0	55.7	50.9	65.2	72.3	+ 10.9
Men's and boys' clothing and furnishings (includes custom tailors)	460	9,141,500	6,040,000	6,690,000	6,793,000	100.0	85.2	68.7	66.1	73.2	74.3	+ 1.5
Family clothing stores	193	3,398,700	2,185,000	2,430,000	2,487,000	100.0	81.6	65.5	64.3	71.5	73.2	+ 2.3
Women's apparel and accessories stores	70	2,491,900	1,851,000	2,070,000	2,134,000	100.0	94.4	80.3	74.3	83.1	85.6	+ 3.1
Shoe stores	125	1,859,100	1,076,000	1,186,000	1,175,000	100.0	87.1	65.6	57.9	63.8	63.2	- 0.9
	72	1,391,800	928,000	1,004,000	997,000	100.0	75.1	60.0	66.7	72.1	71.6	- 0.7

(1) and (2): See footnotes on page 9.

(1) and (2): See footnotes on page 9.

Table 5.--NOVA SCOTIA - Total Net Sales and Sales Indexes, by Kinds of Business (Cont'd.) -

Kind of Business	Stores and Sales, 1930		Total Net Sales, Estimated (2)				Indexes of Retail Sales (1930 = 100)						% of Change, 1934-1935
	Number (1) of Stores	Total Net Sales \$	1933 \$	1934 \$	1935 \$	1930	1931	1932	1933	1934	1935		
Building Materials Group	162	4,513,000	2,459,000	2,865,000	2,979,000	100.0	78.9	62.2	54.5	63.5	66.0	+ 4.0	
Hardware stores	83	2,443,500	1,428,000	1,703,000	1,785,000	100.0	78.2	63.1	58.4	69.7	73.1	+ 4.8	
Lumber and building material dealers	21	1,446,100	698,000	775,000	814,000	100.0	79.7	60.4	48.3	53.6	56.3	+ 5.0	
Other building materials (including roofing materials)	4	12,700	5,000	5,000	6,000	100.0	86.6	63.0	39.4	39.4	47.2	+ 20.0	
Electrical shops (without radio)	54	610,700	328,000	382,000	374,000	100.0	79.3	62.7	52.4	62.6	61.2	- 2.1	
Heating and plumbing shops													
Paint and glass stores	146	3,380,600	1,807,000	2,109,000	2,100,000	100.0	83.5	61.0	53.5	62.4	62.1	- 0.4	
Furniture and Household Group													
Furniture stores	40	1,461,600	938,000	1,064,000	1,046,000	100.0	90.8	70.5	64.2	72.8	71.6	- 1.7	
Household appliance stores	25	363,400	(3)	295,000	331,000	100.0	84.2	65.5	(3)	81.2	91.1	+ 12.2	
Other home furnishings (including floor coverings, curtains, etc.)	30	312,800	167,000	190,000	189,000	100.0	83.4	61.1	53.4	60.7	60.4	- 0.5	
Radio and music stores	51	1,242,800	521,000	560,000	534,000	100.0	74.7	48.6	41.9	45.1	43.0	- 4.6	
Restaurants, Cafeterias and Eating Places	221	1,474,500	982,000	1,049,000	1,112,000	100.0	88.9	70.4	66.6	71.1	75.4	+ 6.0	
Other Retail Stores (4)	984	11,996,500	8,370,000	8,882,000	8,860,000	100.0	90.3	75.8	69.8	74.0	73.9	- 0.2	
Farmers' supply stores	56	897,000	565,000	675,000	712,000	100.0	89.3	68.2	63.0	75.3	79.4	+ 5.5	
Book stores	21	317,900	234,000	274,000	305,000	100.0	94.1	74.2	73.6	86.2	95.9	+ 11.3	
Coal and wood yards	60	3,590,300	3,005,000	3,041,000	2,883,000	100.0	93.1	86.5	83.7	84.7	80.3	- 5.2	
Drug stores	147	3,915,500	2,066,000	2,185,000	2,266,000	100.0	86.2	76.0	68.5	72.5	75.1	+ 3.7	
Florists	18	165,900	124,000	129,000	125,000	100.0	100.7	83.8	74.7	77.6	75.3	- 3.1	
Jewellery stores	63	942,900	525,000	565,000	595,000	100.0	100.9	63.1	55.7	59.9	63.1	+ 5.3	
Office, school and store supplies and equipment dealers	17	606,300	272,000	330,000	362,000	100.0	69.8	51.5	44.9	54.4	59.7	+ 9.7	
Tobacco stores and stands	51	823,800	493,000	519,000	503,000	100.0	91.9	72.2	59.8	63.0	61.1	- 3.1	
Unclassified kinds of business	551	1,636,900	1,086,000	1,164,000	1,109,000	100.0	91.0	73.4	66.3	71.1	67.7	- 4.7	
Government liquor stores	32	1,998,100	2,809,000	2,919,000	3,319,000	100.0	248.1	188.5	140.6	146.1	166.1	+ 13.7	

(1) The numbers of stores shown in this column relate only to 1930.

(2) In a few instances, figures for 1933 and 1934 have been revised.

(3) Figures for this classification for 1933 are not considered sufficiently complete to warrant publishing. They are included, however, in the/

(4) Does not include Government liquor stores.

group total.

Table 6.--PRINCE EDWARD ISLAND - Total Net Sales and Sales Indexes, by Kinds of Business

Kind of Business	Stores and Sales, 1930		Total Net Sales, Estimated(2)				Indexes of Retail Sales (1930 = 100)						% of Change, 1934-1935
	Number(1) of Stores	Total Net Sales \$	1933 \$	1934 \$	1935 \$	1930	1931	1932	1933	1934	1935		
Total, All Stores	851	13,773,700	8,873,000	9,649,000	9,886,000	100.0	83.8	67.2	64.4	70.1	71.8	+ 2.5	
Food Group	316	2,132,100	1,615,000	1,766,000	1,840,000	100.0	91.6	83.0	75.7	82.8	86.3	+ 4.2	
Candy and confectionery stores	33	141,700	101,000	108,000	115,000	100.0	94.6	79.0	71.3	76.2	81.2	+ 5.5	
Grocery and combination stores	224	1,647,600	1,348,000	1,500,000	1,539,000	100.0	94.0	89.0	81.8	91.0	93.4	+ 2.6	
Meat markets (including sea foods)	48	328,400	154,000	146,000	174,000	100.0	78.0	54.5	46.9	44.5	53.0	+ 19.2	
Country General Stores	168	3,253,200	2,180,000	2,302,000	2,300,000	100.0	80.6	67.1	67.0	70.8	70.7	- 0.1	
General Merchandise Group	8	2,304,900	1,504,000	1,595,000	1,665,000	100.0	76.1	66.5	65.3	69.2	72.2	+ 4.4	
Automotive Group	76	1,960,700	901,000	1,034,000	1,154,000	100.0	85.2	51.1	46.0	52.7	58.9	+ 11.6	
Motor vehicle dealers	21	1,608,800	655,000	798,000	897,000	100.0	83.7	45.5	40.7	49.6	55.8	+ 12.4	
Filling stations	23	165,400	114,000	117,000	128,000	100.0	96.1	76.8	68.9	70.7	77.4	+ 9.4	
Garages	29	175,000	125,000	113,000	123,000	100.0	89.1	77.7	71.4	64.6	70.3	+ 8.8	
Apparel Group	52	1,298,600	974,000	1,008,000	1,002,000	100.0	93.1	71.5	75.0	77.6	77.2	- 0.6	
Men's and boys' clothing and furnishings (includes custom tailors)	33	248,300	180,000	186,000	186,000	100.0	94.2	77.3	72.5	74.9	74.9	---	
Family clothing stores	6	797,500	587,000	622,000	618,000	100.0	89.3	64.6	73.6	78.0	77.5	- 0.6	
Women's apparel and accessories stores	8	58,600	44,000	41,000	42,000	100.0	92.2	80.2	75.1	70.0	71.7	+ 2.4	
Shoe stores	5	194,200	163,000	159,000	156,000	100.0	107.6	89.6	83.9	81.9	80.3	- 1.9	
Building Materials Group	11	429,600	217,000	259,000	263,000	100.0	76.6	56.3	50.5	60.3	61.2	+ 1.5	
Hardware stores	4	85,300	38,000	39,000	38,000	100.0	80.9	55.1	44.5	45.7	44.5	- 2.6	
Lumber and building material dealers	3	244,400	105,000	142,000	149,000	100.0	70.8	48.3	43.0	58.1	61.0	+ 4.9	
Electrical shops (without radio)	4	99,900	74,000	78,000	76,000	100.0	87.1	77.1	74.1	78.1	76.1	- 2.6	
Heating and plumbing shops													
Paint and glass stores													
Furniture and Household Group	13	406,200	215,000	309,000	324,000	100.0	74.8	58.3	52.9	76.1	79.8	+ 4.9	

(1) and (2): See footnotes on page 11.

Table 6.---PRINCE EDWARD ISLAND - Total Net Sales and Sales Indexes, by Kinds of Business (Cont'd.) -

Kind of Business	Stores and Sales, 1930		Total Net Sales, Estimated (2)			Indexes of Retail Sales (1930 = 100)						% of Change, 1934-1935
	Number(1) of Stores	Total Net Sales \$	1933 \$	1934 \$	1935 \$	1930	1931	1932	1933	1934	1935	
Restaurants, Cafeterias and Eating Places	19	141,900	95,000	92,000	97,000	100.0	88.1	69.8	66.9	64.8	68.4	+ 5.4
Other Retail Stores	188	1,846,500	1,172,000	1,284,000	1,241,000	100.0	85.1	68.7	63.5	69.5	67.2	- 3.3
Farmers' supply stores	16	434,300	180,000	241,000	238,000	100.0	60.1	43.5	41.4	55.5	54.8	- 1.2
Coal and wood yards	7	477,700	350,000	375,000	351,000	100.0	100.9	81.2	73.3	78.5	73.5	- 6.4
Drug stores	20	352,600	258,000	263,000	260,000	100.0	93.0	76.0	73.2	74.6	73.7	- 1.1
Jewellery stores	9	97,600	52,000	56,000	57,000	100.0	76.8	61.5	53.3	57.4	58.4	+ 1.8
Unclassified kinds of business	129	428,600	286,000	304,000	290,000	100.0	87.0	73.5	66.7	70.9	67.7	- 4.6

(1) The numbers of stores shown in this column relate only to 1930.

(2) In a few instances, figures for 1933 and 1934 have been revised.

Note: Group totals may include figures for classifications for which separate data are not shown.

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CANADA

DOMINION BUREAU OF STATISTICS

CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS

RETAIL MERCHANDISE TRADE

IN THE

MARITIME PROVINCES

1936

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Internal Trade Branch
Chief: H. Marshall, B.A., F.S.S.

CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS.

Retail Merchandise Trade in the Maritime Provinces, 1936

Retail sales in the Maritime Provinces reached a total of \$165,415,000 in 1936, exceeding by 8.2 per cent the \$152,839,000 recorded for 1935, which in turn was 5.5 per cent above the 1934 figure. Direct comparison between 1936 and the low point reached in 1933 reveals a 27 per cent improvement although sales last year were still about 16 per cent below the 1930 level. The index of sales for 1936 on the 1930 base stands at 83.7. Nova Scotia sales were 7.2 per cent greater in 1936 than in 1935; New Brunswick sales were up by 8.6 per cent, while more than average gains for country general stores and motor vehicle dealers in Prince Edward Island contributed to a more substantial increase of 14.6 per cent in the total retail trade of that province as a whole.

Motor vehicle dealers again reported the best improvement in the year-to-year comparison, sales totalling \$20,333,000 for this group in 1936, exceeding by 20.2 per cent the \$16,913,000 recorded for the preceding year. These figures refer to the total business of motor vehicle dealers including revenue from such subsidiary activities as the sale of gas and oil, parts and accessories, receipts from repairs and services performed, in addition to the sale of new and used cars and commercial vehicles. Data for new vehicle sales only show that 3,501 units sold for \$9,682,576 in the three Maritime Provinces in 1936 compared with 7,729 units for \$7,645,403 in 1935, these figures reflecting increases of 22.9 per cent and 26.6 per cent in number of units and value of sales respectively.

The hardware trade responded to the general improvement in building activity and increased its volume of business compared with 1935 by 11.6 per cent. Retail dealers in lumber and building materials recorded an even better increase of 16.9 per cent. Furniture store sales were up by 13.8 per cent. Country general store sales increased by 7.7 per cent, while department store sales at \$18,797,000 were 7.0 per cent greater than in 1935. Grocery and combination store sales reached a total of \$29,431,000, exceeding by 3.9 per cent the \$28,326,000 recorded for the preceding year. Meat market sales increased 5.0 per cent from \$1,763,000 in 1935 to \$1,852,000 in 1936. Coal and food yard dealers in all three provinces reported slight declines, aggregate sales for the economic division as a whole being 3.0 per cent lower in 1936 than in 1935.

Chain Stores and Sales.--There were 67 different chain store companies with 19 unit stores in the Maritime Provinces last year. Annual chain sales totalled \$26,244,500 or 15.9 per cent of the total sales of all stores including chains and independents. These figures reveal an increase in the proportion of total retail trade transacted by chains from the preceding year when 64 chain companies with 485 stores transacted 15.1 per cent of the annual retail business. Government liquor store sales are included with the chain figures for these reports of the Census of Merchandising. Government liquor store sales in Nova Scotia were 15.4 per cent higher in 1936 than in the preceding year. In New Brunswick the gain for the same type of store was 13.1 per cent. These increases, being considerably in excess of that for the total retail trade as a whole, are largely responsible for the higher ratio of chain to total sales in 1936 compared with 1935. The proportion of the grocery and combination store business transacted by chains declined slightly from 19.6 per cent in 1935 to 19.4 per cent in 1936. In the former year there were 15 different chains in this field with 145 stores and \$5,539,700 sales, while in the latter year there were 16 chains with 151 stores and \$5,702,600 sales. The variety store continues as a typical chain store field of endeavour while four drug chains with 27 unit stores and \$730,300 sales accounted for 15.4 per cent of the annual business of all drug stores.

Prince Edward Island

Retail sales in Prince Edward Island totalled \$11,351,000 in 1936 compared with \$9,901,000 in 1935, \$8,905,000 in 1933 and \$13,773,700 in 1930, the first year for which these figures are available. Sales in 1936 were 14.6 per cent greater than in 1935, 27.5 per cent above the low point in 1933 but were still almost 18 per cent below the 1930 level, the index of sales for 1936 on the 1930 base standing at 82.4.

Motor vehicle dealers reported the best improvement relative to 1935 with a gain of 31.8 per cent. Country general stores also reported a substantial gain of 20.2 per cent. Stores in the apparel group averaged 9.5 per cent more business than in 1935 while grocery and combination store sales were up by 5.8 per cent.

Nova Scotia

Retail sales in Nova Scotia in 1936 reached a total of \$87,099,000, exceeding by 7.2 per cent the amount recorded for 1935 and bringing the dollar value of retail trade to within 13 per cent of the 1930 level; the index for 1936 on the base 1930 equals 100 stands at 87.5.

In this province variety stores with a gain of 17.1 per cent showed the best improvement in the year-to-year comparison. Sales for this type of store were \$2,335,000 for 1936 compared with \$1,994,000 for 1935. Motor vehicle dealer sales at \$10,682,000 were 15.2 per cent above the corresponding figure for the preceding year. Lumber and building material dealers reported an increase of 23.1 per cent while hardware store sales were up by 9.7 per cent. Increases for other important classifications are 9.0 per cent for furniture stores, 5.6 per cent for country general stores, 4.3 per cent for grocery and combination stores and 2.8 per cent for drug stores. Coal and wood yard sales declined by 3.7 per cent.

New Brunswick

Dollar value of retail trade in New Brunswick at \$66,965,000 in 1936 was 8.6 per cent above the \$61,681,000 recorded for 1935, 27.9 per cent above 1933, but still about 20 per cent below the 1930 level. Indexes of sales on the base 1930 equals 100 stand at 79.4 for 1936, 73.1 for 1935 and 62.1 for 1933.

Motor vehicle dealers reported the best increase over 1935, sales of \$8,469,000 for this group in 1936 ranging 25.6 per cent above the \$6,743,000 recorded for the preceding year. Furniture store sales at \$1,312,000 were 18.2 per cent higher than in 1935 while hardware store sales were up by 14.2 per cent. Increases for other important lines of business are 7.4 per cent for country general stores, 6.8 per cent for drug stores and 2.9 per cent for grocery and combination stores. Sales for the apparel group as a whole were up 6.9 per cent, individual lines of business within the group showing increases of 3.2 per cent for men's clothing stores, 11.4 per cent for family clothing stores, 4.4 per cent for women's specialty shops and 5.1 per cent for shoe stores.

Scope of Report.--The figures for 1930 given in this report are taken from the results of the Census of Merchandising and Service Establishments which was taken in connection with the Decennial Census of 1931. Indexes of sales for years 1931 to 1936 have been computed from annual surveys of retail trade for which returns are received from all chain store companies and from a representative number of independent stores. Including chains and independents, reports were secured from 2,363 stores in the Maritime Provinces and it is estimated that these transacted 69 per cent of the total retail trade of this division. The indexes of sales computed from returns from these reporting firms have been applied to the total sales figures for 1930 in order to give the most accurate estimate possible of the total retail trade in later years. It should, therefore, be understood that the sales figures given in this report for years subsequent to 1930 are estimates of the total trade and do not relate to the business of only those stores included in the sample covered each year.

It should also be clearly understood that all retail sales figures given in this report relate to stores grouped according to kind of business and not to commodity sales. Grocery stores sell a number of lines of goods in addition to strictly grocery items. Drug stores are not restricted to the sale of drugs and medicines. On the other hand, groceries are sold in many kinds of stores in addition to those units classified as grocery stores. Country general stores and department stores are active competitors in the sale of grocery products.

MARITIME PROVINCES - RETAIL MERCHANDISE TRADE, 1936

Table 1.--Total Net Sales and Sales Indexes, by Kinds of Business

Kind of Business	Stores and Sales, 1930		Total Net Sales, Estimated (2)			Indexes of Retail Sales (1930 = 100)							% of Change, 1936/35
	Number (1) of Stores	Total Net Sales	1933	1935	1936	1930	1931	1932	1933	1934	1935	1936	
Total, All Stores	11,749	197,665,500	130,119,000	152,839,000	165,415,000	100.0	87.6	71.3	65.8	73.3	77.3	83.7	+ 8.2
Food Group	5,071	41,924,100	31,375,000	34,303,000	35,658,000	100.0	92.1	80.3	74.8	79.1	81.8	85.1	+ 4.0
Country General Stores	1,736	30,002,900	20,883,000	24,095,000	25,960,000	100.0	84.7	72.0	69.6	77.7	80.3	86.5	+ 7.7
General Merchandise Group	255	32,423,100	21,776,000	24,789,000	27,006,000	100.0	87.3	69.9	67.2	73.6	76.5	83.3	+ 8.9
Automotive Group	1,038	29,912,900	14,957,000	23,536,000	27,300,000	100.0	75.8	56.6	50.0	64.7	78.7	91.3	+16.0
Apparel Group	819	16,813,400	11,101,000	12,328,000	12,997,000	100.0	86.4	69.5	66.0	71.8	73.3	77.3	+ 5.4
Building Materials Group	283	8,301,600	4,455,000	5,515,000	6,267,000	100.0	80.5	60.9	53.7	64.5	66.4	75.5	+13.6
Furniture and Household Group	246	6,379,100	3,168,000	4,079,000	4,559,000	100.0	83.8	58.0	49.7	62.1	63.9	71.5	+11.8
Restaurants, Cafeterias and Eating Places	414	2,320,700	1,877,000	2,120,000	2,276,000	100.0	88.8	70.3	66.5	71.1	75.2	80.7	+ 7.4
Other Retail Stores	1,813	22,289,000	15,561,000	16,379,000	16,874,000	100.0	91.0	77.2	69.8	74.1	73.5	75.7	+ 3.0
Government Liquor Stores	69	6,799,700	4,966,000	5,695,000	6,518,000	100.0	128.2	96.2	73.0	76.5	83.8	95.9	+14.5
Grocery and combination stores	3,327	33,515,700	25,779,000	28,326,000	29,421,000	100.0	92.4	81.9	76.9	83.6	84.5	87.8	+ 3.9
Meat markets (including sea foods) ..	374	2,826,400	1,674,000	1,763,000	1,852,000	100.0	83.6	66.1	59.2	59.3	62.4	65.5	+ 5.0
Department stores	20	24,212,700	15,298,000	17,557,000	18,797,000	100.0	85.8	67.1	65.7	71.0	72.6	77.6	+ 7.0
Motor vehicle dealers	235	22,409,500	9,434,000	16,913,000	20,333,000	100.0	71.1	47.8	42.1	59.4	75.5	90.7	+20.2
Filling stations(3)	440	3,803,000	3,368,000	4,214,000	4,351,000	100.0	97.7	99.0	88.6	100.2	110.8	114.4	+ 3.3
Men's and boys' clothing and furnish- ing stores (includes custom tailors)	340	5,505,900	3,478,000	4,011,000	4,243,000	100.0	81.6	64.5	63.2	70.1	72.8	77.1	+ 5.8
Women's apparel and accessories stores	233	3,259,300	1,910,000	1,970,000	2,011,000	100.0	88.1	69.3	58.6	61.5	60.4	61.7	+ 2.1
Shoe stores	116	2,467,800	1,694,000	1,804,000	1,843,000	100.0	81.5	68.9	68.6	71.7	73.1	74.7	+ 2.2
Hardware stores	134	4,081,900	2,421,000	2,970,000	3,314,000	100.0	84.2	65.3	59.3	69.6	72.8	81.2	+11.6
Lumber and building material dealers.	37	2,521,300	1,124,000	1,364,000	1,595,000	100.0	73.3	51.8	44.6	53.0	54.1	63.3	+16.9
Furniture stores	76	3,405,100	1,922,000	2,404,000	2,736,000	100.0	85.8	63.6	56.4	68.5	70.6	80.4	+13.8
Radio and music stores	76	1,787,200	636,000	724,000	731,000	100.0	81.1	47.6	38.4	42.3	40.5	40.9	+ 1.0
Coal and wood yards	120	6,494,100	5,196,000	5,071,000	4,917,000	100.0	93.9	85.2	80.0	82.2	78.1	75.7	+ 3.0
Drug stores	282	5,699,100	4,198,000	4,522,000	4,735,000	100.0	93.7	83.5	73.7	77.2	79.3	83.1	+ 4.7

(1) The numbers of stores are shown only for 1930. Total sales figures for later years are estimated upon the basis of returns from a sample number of firms. The total number of stores in operation in these later years is not known.

(2) In some instances, figures for years subsequent to 1930 have been revised.

(3) Sales figures for filling stations for years subsequent to 1930 have been estimated from data on gasoline consumption and retail prices.

MARITIME PROVINCES - RETAIL MERCHANDISE TRADE, 1936

Table 2.--Number of Chains, Chain Stores, Total Chain Store Sales and Percentage of Chain Store Sales to Total Sales, by Years

	1930	1933	1934	1935	1936
ALL STORES, TOTAL -					
Chains	66	64	60	64	67
Stores (maximum) .	407	481	477	485	519
Chain sales	\$ 24,800,700	\$ 19,647,700	\$ 21,518,000	\$ 23,139,400	\$ 26,244,500
Total sales	\$197,665,500	\$130,119,000	\$144,835,000	\$152,839,000	\$165,415,000
%, chains to total	12.5	15.1	14.9	15.1	15.9
Grocery and Combination Stores -					
Chains	12	17	15	15	16
Stores (maximum) .	98	156	149	145	151
Chain sales	\$ 4,664,500	\$ 5,474,600	\$ 5,512,700	\$ 5,539,700	\$ 5,702,600
Total sales	\$ 33,515,700	\$ 25,779,000	\$ 27,356,000	\$ 28,326,000	\$ 29,431,000
%, chains to total	13.9	21.2	20.2	19.6	19.4
Variety Stores -					
Chains	3	3	4	5	5
Stores (maximum) .	24	24	30	35	39
Chain sales	\$ 3,398,400	\$ 2,720,300	\$ 3,164,400	\$ 3,644,000	\$ 4,235,000
Total sales	\$ 3,655,600	\$ 2,937,000	\$ 3,403,000	\$ 3,890,000	\$ 4,502,000
%, chains to total	93.0	92.6	93.0	93.7	94.1
Drug Stores -					
Chains	4	4	4	4	4
Stores (maximum) .	23	25	26	26	27
Chain sales	\$ 793,100	\$ 638,000	\$ 670,200	\$ 698,600	\$ 730,300
Total sales	\$ 5,699,100	\$ 4,198,000	\$ 4,401,000	\$ 4,522,000	\$ 4,735,000
%, chains to total	13.9	15.2	15.2	15.4	15.4

Table 3.--Comparison of Total Sales and Chain Store Sales, by Provinces

	1930	1933	1934	1935	1936
Maritime Provinces -					
Chains	66	64	60	64	67
Stores (maximum) .	407	481	477	485	519
Chain sales	\$ 24,800,700	\$ 19,647,700	\$ 21,518,000	\$ 23,139,400	\$ 26,244,500
Total sales	\$197,665,500	\$130,119,000	\$144,835,000	\$152,839,000	\$165,415,000
%, chains to total	12.5	15.1	14.9	15.1	15.9
Prince Edward Island -					
Chains	7	5	7	8	7
Stores (maximum) .	12	8	8	8	7
Chain sales	\$ 678,700	\$ 350,900	\$ 411,100	\$ 460,200	\$ 500,300
Total sales	\$ 13,773,700	\$ 8,905,000	\$ 9,684,000	\$ 9,901,000	\$ 11,351,000
%, chains to total	4.9	3.9	4.2	4.6	4.4
Nova Scotia -					
Chains	48	50	47	47	50
Stores (maximum) .	227	283	274	283	301
Chain sales	\$ 12,163,300	\$ 11,715,500	\$ 12,613,200	\$ 13,623,300	\$ 14,953,100
Total sales	\$ 99,519,900	\$ 68,839,000	\$ 76,818,000	\$ 81,257,000	\$ 87,099,000
%, chains to total	12.2	17.0	16.4	16.8	17.2
New Brunswick -					
Chains	42	41	42	45	46
Stores (maximum) .	168	190	195	194	211
Chain sales	\$ 11,958,700	\$ 7,581,300	\$ 8,493,700	\$ 9,055,900	\$ 10,791,100
Total sales	\$ 84,371,900	\$ 52,375,000	\$ 58,333,000	\$ 61,681,000	\$ 66,965,000
%, chains to total	14.2	14.5	14.6	14.7	16.1

Note: In some instances, figures for years subsequent to 1930 have been revised.

MARITIME PROVINCES - RETAIL MERCHANDISE TRADE, 1936

Table 4.--Comparison of Department Store Sales by Commodity Groups for 1935 and 1936

Department	Sales ⁽¹⁾ in 1935 \$	Sales in 1936 \$	% of Change
Total Sales, All Departments	17,567,000	18,797,000	+ 7.0
Apparel and accessories, women's, misses' and children's (including furs, fur goods, infants' wear, hosiery, gloves, lingerie, etc.)	4,378,000	4,516,000	+ 3.2
Automotive supplies (including tires, batteries, auto- motive parts)	224,000	260,000	+16.1
Cafeterias and restaurants (including fountain and lunch rooms)	66,000	72,000	+ 9.1
Clothing and furnishings, men's and boys' (including hats and caps)	2,433,000	2,511,000	+ 3.2
Drugs and toilet articles and preparations (including cameras and photographic supplies)	554,000	586,000	+ 5.8
Dry goods and notions (including piece goods)			
Home furnishings (draperies, curtains, china, window shades, floor coverings)	3,170,000	3,344,000	+ 5.5
Farm and garden equipment and supplies (including farm machinery, harness, seeds, etc.)	132,000	172,000	+30.3
Food and kindred products (groceries, meats, provis- ions, candies, fruits, vegetables)	906,000	1,038,000	+14.6
Furniture (including mattresses, springs)	897,000	1,048,000	+16.8
Hardware and kitchen utensils (including paints, wall- paper)	829,000	905,000	+ 9.2
Household appliances and electrical supplies (washing machines, sewing machines, electric irons, vacuum cleaners, refrigerators, stoves, electrical fixtures, lamps, etc.)	380,000	466,000	+22.6
Jewellery and optical goods (including clocks, watches, silverware, plated ware)	243,000	275,000	+13.2
Leather goods and travelling goods (including purses and hand-bags)	157,000	160,000	+ 1.9
Millinery	290,000	295,000	+ 1.7
Radios, musical instruments and supplies	308,000	398,000	+29.2
Shoes and other footwear (men's, women's and children's)	1,855,000	1,900,000	+ 2.4
Sporting goods (including bicycles, toys, games)	289,000	354,000	+22.5
Stationery, books and magazines	208,000	212,000	+ 1.9
Receipts from repair or service departments, not in- cluded elsewhere (such as hairdressing, electrical contracting, fur storage, interior decorating)	22,000	26,000	+18.2
Miscellaneous merchandise	226,000	259,000	+14.6

(1) Figures shown above for 1935 have been revised slightly from those published in the corresponding table last year.

Table 5.--PRINCE EDWARD ISLAND - Total Net Sales and Sales Indexes, by Kinds of Business.

Kind of Business	Stores and Sales, 1930		Total Net Sales, Estimated (2)			Indexes of Retail Sales (1930 = 100)						% of Change 1936/35	
	Number (1) of Stores	Total Net Sales	1933	1935	1936	1930	1931	1932	1933	1934	1935		
Total, All Stores	851	13,773,700	8,905,000	9,901,000	11,351,000	100.0	83.8	67.4	64.7	70.3	71.9	82.4	+14.6
Food Group	316	2,132,100	1,615,000	1,840,000	1,932,000	100.0	91.6	83.0	75.7	82.8	86.3	92.6	+5.0
Grocery and combination stores	224	1,647,600	1,348,000	1,539,000	1,628,000	100.0	94.0	89.0	81.8	91.0	93.4	98.8	+5.8
Meat markets (including sea foods)	48	328,400	154,000	174,000	173,000	100.0	78.0	54.5	46.9	44.5	53.0	52.7	+0.6
Country General Stores	168	3,253,200	2,180,000	2,300,000	2,765,000	100.0	80.6	67.1	67.0	70.8	70.7	85.0	+20.2
General Merchandise Group	8	2,304,900	1,504,000	1,665,000	1,957,000	100.0	76.1	66.5	65.3	69.2	72.2	84.9	+17.5
Automotive Group	76	1,960,700	932,000	1,169,000	1,484,000	100.0	85.6	52.4	47.6	54.5	59.6	75.7	+26.9
Motor vehicle dealers	21	1,608,800	655,000	897,000	1,182,000	100.0	83.7	45.5	40.7	49.6	55.8	73.5	+31.8
Filling stations(3)	23	165,400	146,000	143,000	162,000	100.0	101.0	91.9	88.3	91.9	86.5	97.9	+13.3
Apparel Group	52	1,298,600	974,000	1,002,000	1,097,000	100.0	93.1	71.5	75.0	77.6	77.2	84.5	+9.5
Men's and boys' clothing and furnishings (includes custom tailors)	33	248,300	180,000	126,000	213,000	100.0	94.2	77.3	72.5	74.9	74.9	85.8	+14.5
Family clothing stores	6	797,500	587,000	618,000	671,000	100.0	89.3	64.6	73.6	78.0	77.5	84.1	+8.6
Shoe stores	5	154,200	163,000	156,000	170,000	100.0	107.6	89.6	83.9	81.9	80.3	87.5	+9.0
Building Materials Group	11	422,600	217,000	263,000	304,000	100.0	76.6	56.3	50.5	60.3	61.2	79.8	+15.6
Furniture and Household Group	13	406,200	215,000	324,000	365,000	100.0	74.8	58.3	52.9	76.1	72.8	89.9	+12.7
Restaurants, Cafeterias and Eating Places	19	141,900	95,000	97,000	104,000	100.0	88.1	69.8	66.9	64.8	68.4	73.3	+7.2
Other Retail Stores	188	1,846,500	1,172,000	1,241,000	1,343,000	100.0	85.1	68.7	63.5	62.5	67.2	72.7	+8.2
Farmers' supply stores	16	424,300	180,000	238,000	280,000	100.0	60.1	43.5	41.4	55.5	54.8	64.5	+17.6
Coal and wood yards	7	477,700	350,000	351,000	350,000	100.0	100.9	81.2	73.3	78.5	73.5	73.3	+0.3
Drug stores	20	352,600	258,000	260,000	274,000	100.0	93.0	76.0	73.2	74.6	73.7	77.7	+5.4
Jewellery stores	9	97,600	52,000	57,000	70,000	100.0	76.8	61.5	53.3	57.4	53.4	71.7	+22.8

(1) The numbers of stores are shown only for 1930. Total sales figures for later years are estimated upon the basis of returns from a sample number of firms. The total number of stores in operation in these later years is not known.
(2) In some instances, figures for years subsequent to 1930 have been revised.
(3) Sales figures for filling stations for years subsequent to 1930 have been estimated from data on gasoline consumption and retail prices.
Note: Group totals may include figures for classifications not separately shown.

Table 6.--NOVA SCOTIA - Total Net Sales and Sales Indexes, by Kinds of Business

Kind of Business	Stores and Sales, 1930		Total Net Sales, Estimated (2)			Indexes of Retail Sales (1930 = 100)							% of Change, 1936/35
	Number (1) of Stores	Total Net Sales	1933	1935	1936	1930	1931	1932	1933	1934	1935	1936	
Total, All Stores	6,464	99,519,900	68,839,000	81,257,000	87,099,000	100.0	90.3	75.1	69.2	77.2	81.6	87.5	+ 7.2
Food Group	2,937	24,809,500	18,738,000	20,733,000	21,636,000	100.0	93.8	81.0	75.5	80.5	83.6	87.2	+ 4.4
Candy and confectionery stores	541	2,209,300	1,471,000	1,596,000	1,633,000	100.0	94.0	75.7	66.6	73.7	72.2	73.9	+ 2.3
Grocery and combination stores	1,889	19,674,000	15,346,000	17,077,000	17,811,000	100.0	94.1	82.6	78.0	83.6	86.8	90.5	+ 4.3
Meat markets (including sea foods)	209	1,574,900	967,000	998,000	1,063,000	100.0	89.7	72.0	61.4	59.3	63.4	67.5	+ 6.5
Country General Stores	862	14,513,500	10,174,000	11,852,000	12,516,000	100.0	84.4	74.4	70.1	78.1	81.7	86.2	+ 5.6
General Merchandise Group	149	11,438,300	8,584,000	10,096,000	11,306,000	100.0	90.9	78.3	75.0	85.0	88.3	98.8	+12.0
Variety stores	22	1,990,400	1,622,000	1,994,000	2,335,000	100.0	96.8	86.6	81.5	91.8	100.2	117.3	+17.1
Automotive Group	511	16,254,400	8,876,000	13,413,000	14,877,000	100.0	77.9	60.3	54.6	69.3	82.5	91.5	+10.9
Motor vehicle dealers	101	11,829,800	5,442,000	9,273,000	10,682,000	100.0	73.9	51.4	46.0	63.2	78.4	90.3	+15.2
Filling stations (3)	229	2,148,300	2,138,000	2,720,000	2,694,000	100.0	99.6	107.2	99.5	113.5	126.6	125.4	+ 1.0
Garages	160	1,853,500	1,053,000	1,172,000	1,231,000	100.0	80.2	63.5	56.8	60.2	63.2	66.4	+ 5.0
Apparel Group	460	9,141,500	6,040,000	6,793,000	7,054,000	100.0	85.2	68.7	66.1	73.2	74.3	77.2	+ 3.8
Men's and boys' clothing and furnish- ings (includes custom tailors)	193	3,398,700	2,185,000	2,487,000	2,649,000	100.0	81.6	65.5	64.3	71.5	73.2	77.9	+ 6.5
Family clothing stores	70	2,491,900	1,851,000	2,134,000	2,234,000	100.0	94.4	80.3	74.3	83.1	85.6	89.7	+ 4.7
Women's apparel and accessories stores.	125	1,859,100	1,076,000	1,175,000	1,182,000	100.0	87.1	65.6	57.9	63.8	63.2	63.6	+ 0.6
Shoe stores	72	1,391,800	928,000	997,000	989,000	100.0	75.1	60.0	66.7	72.1	71.6	71.1	- 0.8
Building Materials Group	162	4,513,000	2,459,000	2,979,000	3,417,000	100.0	78.9	62.2	54.5	63.5	66.0	75.7	+14.7
Hardware stores	83	2,443,500	1,428,000	1,785,000	1,958,000	100.0	78.2	63.1	58.4	69.7	73.1	80.1	+ 9.7
Lumber and building material dealers ..	21	1,446,100	698,000	814,000	1,002,000	100.0	79.7	60.4	48.3	53.6	56.3	69.3	+23.1

(1), (2) and (3): See footnotes on page 8.

Table 6.--NOVA SCOTIA - Total Net Sales and Sales Indexes, by Kinds of Business (Cont'd.) -

Kind of Business	Stores and Sales, 1930		Total Net Sales, Estimated (2)					Indexes of Retail Sales (1930 = 100)							% of Change, 1936/35
	Number (1) of Stores	Total Net Sales	1933	1935		1936	1930	1931	1932	1933	1934	1935	1936		
				\$	\$										
Furniture and Household Group.	146	3,380,600	1,807,000	2,100,000	2,262,000	100.0	83.5	61.0	53.5	62.4	62.1	66.9	+ 7.7		
Furniture stores	40	1,461,600	938,000	1,046,000	1,140,000	100.0	90.8	76.5	64.2	72.8	71.6	78.0	+ 9.0		
Radio and music stores	51	1,242,800	521,000	534,000	550,000	100.0	74.7	48.6	41.9	45.1	43.0	44.3	+ 3.0		
Restaurants, Cafeterias and Eating Places	221	1,474,500	982,000	1,112,000	1,202,000	100.0	88.9	70.4	66.6	71.1	75.4	81.5	+ 8.1		
Other Retail Stores (4)	984	11,996,500	8,370,000	8,860,000	8,998,000	100.0	90.3	75.8	69.8	74.0	73.9	75.0	+ 1.6		
Farmers' supply stores	56	897,000	565,000	712,000	719,000	100.0	89.3	68.2	63.0	75.3	79.4	80.2	+ 1.0		
Book stores	21	317,900	234,000	305,000	328,000	100.0	94.1	74.2	73.6	86.2	95.9	103.2	+ 7.5		
Coal and wood yards	60	3,590,300	3,005,000	2,883,000	2,776,000	100.0	93.1	86.5	83.7	84.7	80.3	77.3	+ 3.7		
Drug stores	147	3,015,500	2,066,000	2,266,000	2,329,000	100.0	86.2	76.0	68.5	72.5	75.1	77.2	+ 2.8		
Jewellery stores	63	942,900	525,000	595,000	615,000	100.0	100.9	63.1	55.7	59.9	63.1	65.2	+ 3.4		
Office, school and store supplies and equipment dealers	17	606,300	272,000	362,000	382,000	100.0	69.8	51.5	44.9	54.4	59.7	63.0	+ 5.5		
Tobacco stores and stands	51	823,800	493,000	503,000	524,000	100.0	91.9	72.2	59.8	63.0	61.1	63.6	+ 4.2		
Unclassified kinds of business	551	1,636,900	1,086,000	1,109,000	1,204,000	100.0	91.0	73.4	66.3	71.1	67.7	73.6	+ 6.6		
Government liquor stores	32	1,998,100	2,809,000	3,319,000	3,831,000	100.0	248.1	188.5	140.6	146.1	166.1	191.7	+15.4		

(1) The numbers of stores are shown only for 1930. Total sales figures for later years are estimated upon the basis of returns from a sample number of firms. The total number of stores in operation in these later years is not known.

(2) In some instances, figures for years subsequent to 1930 have been revised.

(3) Sales figures for filling stations for years subsequent to 1930 have been estimated from data on gasoline consumption and retail prices.

(4) Government liquor stores not included.

Note: Group totals may include figures for classifications not separately shown.

Table 7.--NEW BRUNSWICK - Total Net Sales and Sales Indexes, by Kinds of Business

Kind of Business	Stores and Sales, 1930		Total Net Sales, Estimated (2)				Indexes of Retail Sales (1930 = 100)								% of Change, 1936/35	
	Number (1) of Stores	Total Net Sales	1933		1935		1936		1930	1931	1932	1933	1934	1935		1936
Total, All Stores	4,434	84,371,900	52,375,000	61,681,000	66,965,000	100.0	85.0	67.6	62.1	69.1	73.1	79.4	+ 8.6			
Food Group	1,818	14,982,500	11,022,000	11,730,000	12,090,000	100.0	89.5	78.8	73.6	76.2	78.3	80.7	+ 3.1			
Candy and confectionery stores	236	975,500	751,000	746,000	759,000	100.0	95.8	83.1	77.0	77.3	76.5	77.8	+ 1.7			
Grocery and combination stores	1,214	12,194,100	9,085,000	9,710,000	9,992,000	100.0	89.5	79.9	74.5	77.2	79.6	81.9	+ 2.9			
Meat markets (including sea foods)	117	923,100	553,000	591,000	616,000	100.0	76.3	60.1	59.9	64.6	64.0	66.7	+ 4.2			
Country General Stores	706	12,236,200	8,529,000	9,943,000	10,679,000	100.0	86.2	70.4	69.7	79.0	81.3	87.3	+ 7.4			
General Merchandise Group	98	18,679,900	11,688,000	13,028,000	13,743,000	100.0	86.4	65.1	62.6	67.3	69.7	73.6	+ 5.5			
Automotive Group	451	11,697,800	5,148,000	8,954,000	10,939,000	100.0	71.2	52.0	44.0	60.1	76.5	93.5	+22.2			
Motor vehicle dealers	113	8,970,900	3,337,000	6,743,000	8,469,000	100.0	65.3	43.5	37.2	56.3	75.2	94.4	+25.6			
Filling stations(3)	188	1,489,300	1,084,000	1,351,000	1,495,000	100.0	94.7	87.9	72.8	81.9	90.7	100.4	+10.7			
Garages	136	1,108,400	652,000	787,000	896,000	100.0	88.3	72.1	58.8	62.3	71.0	80.8	+13.9			
Apparel Group	307	6,373,300	4,087,000	4,533,000	4,846,000	100.0	86.7	70.3	64.1	68.6	71.1	76.0	+ 6.9			
Men's and boys' clothing and furnishings (includes custom tailors)	114	1,858,900	1,113,000	1,338,000	1,381,000	100.0	80.0	61.0	59.9	66.8	72.0	74.3	+ 3.2			
Family clothing stores	54	2,291,000	1,581,000	1,791,000	1,995,000	100.0	91.0	72.6	69.0	76.1	78.2	87.1	+11.4			
Women's apparel and accessories stores ..	100	1,341,600	790,000	753,000	786,000	100.0	89.3	74.0	58.9	58.1	56.1	58.6	+ 4.4			
Shoe stores	39	881,800	603,000	651,000	684,000	100.0	86.0	78.4	68.4	68.8	73.8	77.6	+ 5.1			
Building Materials Group	115	3,359,000	1,779,000	2,273,000	2,546,000	100.0	83.2	59.8	53.0	66.5	67.7	75.8	+12.0			
Hardware stores	47	1,553,100	955,000	1,147,000	1,310,000	100.0	93.9	69.5	61.5	70.7	73.9	84.3	+14.2			
Lumber and building material dealers	13	830,800	321,000	401,000	427,000	100.0	63.0	37.9	38.6	50.6	48.3	51.4	+ 6.5			

(1), (2) and (3): See footnotes on page 10.

Table 7.--NEW BRUNSWICK - Total Net Sales and Sales Indexes, by Kinds of Business (Cont'd.) -

Kind of Business	Stores and Sales, 1930		Total Net Sales, Estimated (2)			Indexes of Retail Sales (1930 = 100)							% of Change, 1936/35
	Number(1) of Stores	Total Net Sales	1933	1935	1936	1930	1931	1932	1933	1934	1935		
						1936							
Furniture and Household Group ..	87	2,592,300	1,146,000	1,655,000	1,932,000	100.0	85.7	53.9	44.2	59.6	63.8	74.5	+16.7
Furniture stores	35	1,678,000	828,000	1,110,000	1,312,000	100.0	83.5	57.9	49.3	61.3	66.2	78.2	+18.2
Radio and music stores	22	460,600	132,000	151,000	143,000	100.0	99.2	44.9	28.7	35.0	32.8	31.0	- 5.3
Restaurants, Cafeterias and Eating Places	174	1,204,300	800,000	911,000	970,000	100.0	88.8	70.2	66.4	71.7	75.6	80.5	+ 6.5
Other Retail Stores(4)	641	8,445,000	6,019,000	6,278,000	6,533,000	100.0	93.3	81.1	71.3	75.3	74.3	77.4	+ 4.1
Farmers' supply stores	40	759,100	522,000	570,000	580,000	100.0	92.2	72.7	68.8	76.8	75.1	76.4	+ 1.8
Book stores	15	350,500	210,000	235,000	250,000	100.0	81.0	63.9	59.9	64.2	67.0	71.3	+ 6.4
Coal and wood yards	53	2,426,100	1,841,000	1,837,000	1,791,000	100.0	93.7	84.0	75.9	79.2	75.7	73.8	- 2.5
Drug stores	115	2,331,000	1,874,000	1,996,000	2,132,000	100.0	103.6	94.3	80.4	83.8	85.6	91.5	+ 6.8
Jewellery stores	37	502,900	283,000	346,000	379,000	100.0	76.4	64.2	56.3	65.2	68.8	75.4	+ 9.5
Office, school and store supplies and equipment dealers	11	297,600	117,000	167,000	194,000	100.0	66.9	43.0	39.3	52.4	56.1	65.2	+16.2
Tobacco stores and stands	43	608,500	455,000	403,000	430,000	100.0	102.2	87.1	74.8	70.2	66.2	70.7	+ 6.7
Unclassified kinds of business	310	967,000	580,000	589,000	647,000	100.0	83.8	69.6	60.0	64.8	60.9	66.9	+ 9.8
Government liquor stores	37	4,801,600	2,157,000	2,376,000	2,687,000	100.0	78.2	57.8	44.9	47.5	49.5	56.0	+13.1

(1) The numbers of stores are shown only for 1930. Total sales figures for later years are estimated upon the basis of returns from a sample number of firms. The total number of stores in operation in these later years is not known.

(2) In some instances, figures for years subsequent to 1930 have been revised.

(3) Sales figures for filling stations for years subsequent to 1930 have been estimated from data on gasoline consumption and retail prices.

(4) Government liquor stores not included.

Note: Group totals may include figures for classifications not separately shown.

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CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS

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RETAIL MERCHANDISE TRADE

IN THE

MARITIME PROVINCES

CALENDAR YEAR

1937



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CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS

Retail Merchandise Trade in the Maritime Provinces, 1937.

Retail sales in the Maritime Provinces totalled \$187,740,000 in 1937, exceeding by 12.7 per cent the \$166,565,000 recorded in 1936 which, in turn, was 9.0 per cent above the 1935 figure. Direct comparison between 1937 and the low point reached in 1933 reveals a 44 per cent improvement although sales last year were still 5 per cent below the 1930 level. The index of sales for 1937 on the 1930 base stands at 95.0. Nova Scotia sales were 12.6 per cent greater in 1937 than in 1936; New Brunswick sales were up by 14.5 per cent and Prince Edward Island by 3.5 per cent.

For the third year in succession motor vehicle dealers reported the best improvement in the year-to-year comparisons. Their sales, totalling \$27,510,000, exceeded those for 1936 by 28.1 per cent. It may be noted that 1936 sales were 27.0 per cent in excess of 1935 and 1935 sales were 27.0 per cent in excess of 1934. These figures refer to the total business of motor vehicle dealers including revenue from such subsidiary activities as the sale of gas and oil, parts and accessories, receipts from repairs and services performed, in addition to the sale of new and used cars and commercial vehicles.

As a result of continued building activity, the sales of dealers in lumber and building materials were 22.6 per cent greater than in 1936, while sales of hardware stores rose 16.4 per cent over the previous year, bringing their sales index up to 94.5. Sales of furniture stores rose 16.7 per cent. The largest volume of business is usually recorded by grocery and combination stores. In 1937 this amounted to \$31,810,000, an increase of 8.1 per cent over the previous year. Their sales index stood at 94.9.

Chain Stores and Sales

In 1937, there were 66 chain store companies doing business in the Maritimes with 507 unit stores. Annual chain sales totalled \$30,771,400, or 16.4 per cent of the total sales of all stores including chains and independents. These figures reveal an increase in the proportion of total retail trade transacted by chains from the preceding year, when 67 chain companies with 519 stores and sales of \$26,244,500 transacted 15.8 per cent of the annual retail business. Government liquor storesales are included with the chain figures. As the increases in liquor store sales were considerably higher than for other types of business, they are largely responsible for the higher ratio of chain to total sales in 1937 compared with 1936 or 1935. The proportion of grocery and combination store business transacted by chains declined slightly from 19.4 per cent in 1936 to 19.3 per cent in 1937. In 1936, there were 16 different chains in this field with 151 stores and sales of \$5,702,600, while in 1937 there were 15 chains with 137 stores and sales of \$6,129,500. The variety store continued as a typical chain store field of endeavour obtaining in 1937, 95.5 per cent of the total annual sales of both chain and independent variety stores. Three drug chains with 23 units and sales of \$7,017,000 accounted for 13.3 per cent of the annual business of all drug stores.

Department Stores

Sales of department stores in 1937 amounted to \$20,507,000, an increase of 9.1 per cent from the 1936 sales of \$18,797,000. Practically all departments recorded gains over the previous year ranging from 1.0 to 53.0 per cent. The one exception, the department selling radios and musical instruments, recorded a loss of 26.0 per cent, sales falling from \$397,900 in 1936 to \$294,300 in 1937. Sales of household appliances and electrical supplies (washing machines, sewing machines, electrical irons, vacuum cleaners, refrigerators, stoves, electrical fixtures, lamps) were up 53.5 per cent, amounting to \$786,300 in value. Sales of hardware and kitchen utensils were up 22.4 per cent; furniture, 7.7 per cent; and jewellery and optical goods, 12.8 per cent.

Prince Edward Island

Retail sales in Prince Edward Island amounted to \$11,748,000 in 1937 compared with \$11,351,000 in 1936, \$9,901,000 in 1935, \$8,905,000 in 1933, and \$13,773,700 in 1930, the first year for which these figures are available. Sales in 1937 were 3.5 per cent greater than in 1936 and 31.8 per cent above the low period in 1933, but were still almost 15 per cent below the 1930 level. The index of sales for 1937 on the base 1930 equals 100 stood at 85.3 as compared with 82.4 for 1936.

Dealers in furniture and household goods reported the best improvement relative to 1936, their sales being up 17.3 per cent. The sales index for this group stood at 105.4 on the base 1930 equals 100. Motor vehicle dealers in 1937 recorded a sales improvement of 17.1 per cent over the previous year. Their gain in 1936 over 1935 was 31.8 per cent. The index for motor vehicle dealers stood at 86.0. The apparel group showed an improvement of 6.8 per cent largely due to the gain in sales of dealers in men's and boys' clothing and furnishings. Sales of country general stores, on the other hand, declined 1.4 per cent after having recorded a substantial gain the previous year. The heaviest falling off in sales was experienced by farmers' supply stores which recorded a decline of 23.6 per cent.

Nova Scotia

Nova Scotia is the one province in Canada in which retail sales have almost returned to the 1930 level. In 1937, they amounted to \$99,336,000, gaining 12.6 per cent over the previous year and raising the sales index to 99.8 on the base 1930 equals 100.

Motor vehicle dealers, with a gain of 26.7 per cent, showed the best improvement in the year-to-year comparison. Their total sales in 1937 amounted to \$14,996,000 compared with \$11,832,000 in 1936. Gains in all lines of business were general, the most notable being as follows: office, school and store supplies and equipment, 24.3 per cent; government liquor stores, 21.3 per cent; furniture stores, 20.7 per cent; hardware stores, 16.7 per cent; lumber and building material dealers, 15.6 per cent; family clothing stores, 15.1 per cent; farmers' supply stores, 14.4 per cent; book stores, 14.0 per cent.

New Brunswick

Retail stores in New Brunswick in 1937 were up 14.5 per cent over the previous year, amounting to \$76,656,000 compared with \$66,965,000 in 1936. Index of sales on the base 1930 equals 100 stood at 90.9 compared with 79.4 for 1936, 73.1 for 1935, and 62.1 for 1933.

Advances were recorded in practically all lines of business, but improvement was particularly marked in some. A large increase was reported by motor vehicle dealers, their sales of \$11,130,000 being 31.4 per cent in excess of the previous year. The rapid recovery of this business is noteworthy. Sales in 1936 showed a 25.6 per cent improvement over 1935, and sales in 1935 were a 33.5 per cent improvement over 1934. The sales index for motor vehicle dealers on the base 1930 equals 100 stood at 124.1 for 1937. Filling stations and garages, following the trend for the industry as a whole, shared in this improvement, their sales advancing 23.5 and 26.5 per cent respectively over the previous year. The sales index of filling stations stood at 124.0 while garages stood at 102.2.

Government liquor stores reported sales of \$3,535,000 for 1937, an advance of 31.6 per cent over 1936. While the sales for 1937 were a marked advance over 1936, nevertheless, they have not risen as rapidly as those of more staple lines and the index at the end of the year stood at 73.6. Among other lines of business recording gains in sales in 1937 were the following: lumber and building materials, 47.5 per cent; office, school and store supplies and equipment, 30.4 per cent; hardware stores, 16.4 per cent; and drug stores, 14.0 per cent.

Scope of Report

The figures for 1930 given in this report are taken from the results of the Census of Merchandising and Service Establishments which was taken in connection with the Decennial Census of 1931. Indexes of sales for years 1931 to 1936 have been computed from annual surveys of retail trade for which returns are received from all chain store companies and from a representative number of independent stores. Including chains and independents, reports were secured from 2,665 stores in the Maritime Provinces and it is estimated that these transacted 73 per cent of the total retail trade of this division. The indexes of sales computed from returns from these reporting firms have been applied to the total sales figures for 1930 in order to give the most accurate estimate possible

of the total retail trade in later years. It should, therefore, be understood that the sales figures given in this report for years subsequent to 1930 are estimates of the total trade and do not relate to the business of only those stores included in the sample covered each year.

It should also be clearly understood that all retail sales figures given in this report relate to stores grouped according to kind of business and not to commodity sales. Grocery stores sell a number of lines of goods in addition to strictly grocery items. Drug stores are not restricted to the sale of drugs and medicines. On the other hand, groceries are sold in many kinds of stores in addition to those units classified as grocery stores. Country general stores and department stores are active competitors in the sale of grocery products.

Table I.--Total Net Sales and Sales Indexes, for Kinds of Business Groups
and Selected Kinds of Business

Kind of Business	1930		Total Net Sales, Estimated (2)		Indexes of Retail Sales (1930 = 100)							% of Change, 1937/36
	Number (1) of Stores	Total Net Sales \$	1933 \$	1936 \$	1937 \$	1930	1932	1933	1934	1935	1936	1937
						100.0	71.3	65.8	73.3	77.3	84.3	95.0
Total, All Stores	11,749	197,665,500	130,119,000	166,565,000	187,740,000	100.0	80.3	74.8	79.1	81.8	85.1	92.1
Food Group	5,071	41,924,100	31,375,000	35,658,000	38,632,000	100.0	80.3	74.8	79.1	81.8	85.1	92.1
Country General Stores	1,736	30,002,900	20,883,000	25,960,000	28,063,000	100.0	72.0	69.6	77.7	80.3	86.5	93.5
General Merchandise Group	255	32,423,100	21,776,000	27,006,000	29,564,000	100.0	69.9	67.2	73.6	76.5	83.3	91.2
Automotive Group	1,038	29,912,900	14,957,000	28,450,000	35,383,000	100.0	56.6	50.0	64.7	78.7	95.1	118.3
Apparel Group	819	16,813,400	11,101,000	12,997,000	14,371,000	100.0	69.5	66.0	71.8	73.3	77.3	85.5
Building Materials Group	288	8,301,600	4,455,000	6,267,000	7,409,000	100.0	60.9	53.7	64.5	66.4	75.5	89.2
Furniture and Household Group	246	6,379,100	3,168,000	4,559,000	5,264,000	100.0	58.0	49.7	62.1	63.9	71.5	82.5
Restaurants, Cafeterias and Eating Places	414	2,820,700	1,877,000	2,276,000	2,499,000	100.0	70.3	66.5	71.1	75.2	80.7	88.6
Other Retail Stores	1,813	22,288,000	15,561,000	16,874,000	18,372,000	100.0	77.2	69.8	74.1	73.5	75.7	82.4
Government Liquor Stores	69	6,799,700	4,866,000	6,518,000	8,183,000	100.0	96.2	73.0	73.5	83.8	95.9	120.3
Grocery and combination stores	3,527	33,515,700	25,779,000	29,451,000	31,810,000	100.0	81.9	76.9	81.6	84.5	87.8	94.9
Meat markets (including sea foods) ..	374	2,826,400	1,674,000	1,552,000	1,864,000	100.0	66.1	59.2	59.3	62.4	65.5	69.5
Department stores	20	24,212,700	15,898,000	18,797,000	20,507,000	100.0	67.1	65.7	71.0	72.6	77.6	84.7
Motor vehicle dealers	235	22,409,500	9,434,000	21,483,000	27,510,000	100.0	47.8	42.1	59.4	75.5	95.9	122.8
Filling stations (3)	440	3,803,000	3,368,000	4,351,000	4,837,000	100.0	99.0	88.6	100.2	110.8	114.4	127.2
Men's and boys' clothing and furnish- ing stores (includes custom tailors)	340	5,505,900	3,478,000	4,243,000	4,740,000	100.0	64.5	63.2	70.1	72.8	77.1	86.1
Women's apparel and accessories stores	233	3,259,300	1,910,000	2,011,000	2,164,000	100.0	69.3	58.6	61.5	60.4	61.7	66.4
Shoe stores	116	2,467,800	1,694,000	1,843,000	2,002,000	100.0	68.9	68.6	71.7	73.1	74.7	81.1
Hardware stores	134	4,081,900	2,421,000	3,314,000	3,857,000	100.0	65.3	59.3	69.6	72.8	81.2	94.5
Lumber and building material dealers	37	2,521,300	1,124,000	1,595,000	1,956,000	100.0	51.8	44.6	53.0	54.1	63.3	77.6
Furniture Stores	76	3,405,100	1,922,000	2,736,000	3,193,000	100.0	63.6	56.4	68.5	70.6	80.4	93.8
Radio and music stores	76	1,787,200	686,000	731,000	756,000	100.0	47.6	38.4	42.3	40.5	40.9	42.3
Coal and wood yards	120	6,494,100	5,196,000	4,917,000	5,034,000	100.0	85.2	80.0	82.2	78.1	75.7	77.5
Drug stores	282	5,699,100	4,198,000	4,735,000	5,269,000	100.0	83.5	73.7	77.2	79.3	83.1	92.5

- (1) The number of stores is shown only for 1930. Total sales figures for later years are estimated upon the basis of returns from a sample number of firms. The total number of stores in operation in these later years is not known.
- (2) In some instances, figures for years subsequent to 1930 have been revised.
- (3) Sales figures for filling stations for years subsequent to 1930 have been estimated from data on gasoline consumption and retail prices.

MARITIME PROVINCES - RETAIL MERCHANDISE TRADE, 1937.

Table 2.--Number of Chains, Chain Stores, Total Chain Store Sales and Percentages of Chain Store Sales to Total Sales, by Years.

	1930	1933	1936	1937
ALL STORES, TOTAL -				
Chains	66	64	67	66
Stores (maximum)	407	481	519	507
Chain sales	\$ 24,800,700	\$ 19,647,700	\$ 26,244,500	\$ 30,771,400
Total sales	\$197,665,500	\$130,119,000	\$166,565,000	\$187,740,000
%, chains to total	12.5	15.1	15.8	16.4
Grocery and Combination Stores-				
Chains	12	17	16	15
Stores (maximum)	98	156	151	137
Chain sales	\$ 4,664,500	\$ 5,474,600	\$ 5,702,600	\$ 6,129,500
Total sales	\$ 33,515,700	\$ 25,779,000	\$ 29,431,000	\$ 31,810,000
%, chains to total	13.9	21.2	19.4	19.3
Variety Stores -				
Chains	3	3	5	5
Stores (maximum)	24	24	39	43
Chain sales	\$ 3,398,400	\$ 2,720,300	\$ 4,235,000	\$ 4,826,600
Total sales	\$ 3,655,600	\$ 2,937,000	\$ 4,502,000	\$ 5,055,000
%, chains to total	93.0	92.6	94.1	95.5
Drug Stores -				
Chains	4	4	4	3
Stores (maximum)	23	25	27	23
Chain sales	\$ 793,100	\$ 638,000	\$ 730,300	\$ 701,700
Total sales	\$ 5,699,100	\$ 4,198,000	\$ 4,735,000	\$ 5,269,000
%, chains to total	13.9	15.2	15.4	13.3

Table 3.--Comparison of Total Sales and Chain Store Sales, by Provinces

	1930	1933	1936	1937
Maritime Provinces -				
Chains	66	64	67	66
Stores (maximum)	407	481	519	507
Chain sales	\$ 24,800,700	\$ 19,647,700	\$ 26,244,500	\$ 30,771,400
Total sales	\$197,665,500	\$130,119,000	\$166,565,000	\$187,740,000
%, chains to total	12.5	15.1	15.8	16.4
Prince Edward Island -				
Chains	7	5	7	7
Stores (maximum)	12	8	7	7
Chain sales	\$ 678,700	\$ 350,900	\$ 500,300	\$ 507,700
Total sales	\$ 13,773,700	\$ 8,905,000	\$ 11,351,000	\$ 11,748,000
%, chains to total	4.9	3.9	4.4	4.3
Nova Scotia -				
Chains	48	50	50	49
Stores (maximum)	227	283	301	295
Chain sales	\$ 12,163,300	\$ 11,715,500	\$ 14,953,100	\$ 17,384,900
Total sales	\$ 99,519,900	\$ 68,839,000	\$ 88,249,000	\$ 99,336,000
%, chains to total	12.2	17.0	16.9	17.5
New Brunswick -				
Chains	42	41	46	44
Stores (maximum)	168	190	211	205
Chain sales	\$ 11,958,700	\$ 7,581,300	\$ 10,791,100	\$ 12,878,800
Total sales	\$ 84,371,900	\$ 52,375,000	\$ 66,965,000	\$ 76,656,000
%, chains to total	14.2	14.5	16.1	16.8

NOTE: In some instances, figures for years subsequent to 1930 have been revised.

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MARITIME PROVINCES - RETAIL MERCHANDISE TRADE, 1937.

Table 4.--Comparison of Department Store Sales by Commodity Groups for 1936 and 1937.

Department	Sales in 1936 \$	Sales in 1937 \$	% of Change
- Total Sales, All Departments	18,797,000	20,507,000	+ 9.1
Women's dresses, coats and suits (including sports wear and house dresses)	1,772,600	1,894,900	+ 6.9
Girls' and infants' wear	708,200	795,700	+12.4
Hosiery and gloves	890,000	952,900	+ 7.1
Lingerie and corsets (including negligees and robes, knit underwear, nurses' and maids' uniforms)	1,017,300	1,086,400	+ 6.8
Millinery	299,500	323,900	+ 8.1
Women's, girls' and infants' apparel and accessories, total (Sum of above)	4,687,600	5,053,800	+ 7.8
Men's and boys' clothing and furnishings	2,542,900	2,673,700	+ 5.1
Drugs and toilet articles and preparations (including cameras and photographic supplies)	575,100	625,700	+ 8.8
Piece goods (silks, woollens, cottons, linens), patterns, linens and bedding	1,793,900	1,844,100	+ 2.8
Small wares - laces, handkerchiefs, neckwear, ribbons, buttons, thread, yarns	632,300	653,200	+ 3.3
Food and kindred products (groceries, meats, provisions, candies, fruit and vegetables). Do not include restaurant receipts	944,100	951,700	+ 0.8
Furniture (including mattresses, springs)	1,044,200	1,229,500	+17.7
Home furnishings - draperies, curtains, floor coverings, china, glassware, pictures, window shades	965,000	1,036,800	+ 7.4
Household appliances and electrical supplies - washing machines, sewing machines, electric irons, vacuum cleaners, refrigerators, stoves, electrical fixtures, lamps	512,200	786,300	+53.5
Hardware and kitchen utensils (including paints, wallpaper)	943,500	1,154,400	+22.4
Radios, musical instruments and supplies	397,900	294,300	-26.0
Shoes and other footwear (men's, women's and children's)	1,895,200	2,099,200	+10.8
Stationery, books and magazines	205,400	214,700	+ 4.5
Jewellery and optical goods (including clocks, watches, silverware, plated ware)	345,000	389,200	+12.8
11 other departments, total	1,312,700	1,500,400	+14.3
(Difference between sum of individual items and grand totals)			

Note: The departmental groupings shown above have been revised from those used in earlier reports.

Table 5.--PRINCE EDWARD ISLAND - Total Net Sales and Sales Indexes, by Kinds of Business.

Kind of Business	1930		Total Net Sales, Estimated (2)			Indexes of Retail Sales (1930=100)						% of Change, 1937/36
	Number (1) of Stores	Total Net Sales	1933	1936	1937	1930	1932	1933	1934	1935	1936	
			\$	\$	\$							
Total, All Stores	551	13,773,700	8,905,000	11,351,000	11,748,000	100.0	57.4	64.7	70.3	71.9	82.4	85.3 + 3.5
Food Group	316	2,132,100	1,615,000	1,932,000	1,969,000	100.0	83.0	75.7	82.8	86.3	90.6	92.4 + 1.3
Grocery and combination stores	224	1,647,600	1,343,000	1,628,000	1,664,000	100.0	89.0	81.8	91.0	93.4	98.8	101.0 + 2.2
Meat markets (including sea foods)	48	328,400	154,000	173,000	159,000	100.0	54.5	46.9	44.5	53.0	52.7	48.4 - 8.1
Country General Stores	168	3,253,200	2,180,000	2,765,000	2,726,000	100.0	67.1	67.0	70.8	70.7	85.0	83.8 - 1.4
General Merchandise Group	8	2,304,900	1,504,000	1,957,000	1,985,000	100.0	66.5	65.3	69.2	72.2	84.9	85.1 + 1.4
Automotive Group	76	1,960,700	933,000	1,484,000	1,722,000	100.0	52.4	47.6	54.5	59.6	75.7	87.8 +16.0
Motor vehicle dealers	21	1,608,800	555,000	1,182,000	1,324,000	100.0	45.5	40.7	49.6	55.8	75.5	86.0 +17.1
Filling stations(3)	23	153,400	146,000	162,000	173,000	100.0	91.3	83.3	91.3	86.5	97.9	107.6 + 9.9
Apparel Group	52	1,238,600	974,000	1,097,000	1,172,000	100.0	71.5	75.0	77.6	77.2	84.5	90.3 + 8.2
Men's and boys' clothing and furnishings (includes custom tailors)	33	248,300	180,000	213,000	355,000	100.0	77.3	72.5	74.9	74.9	85.8	102.7 +19.7
Family clothing stores	6	797,500	587,000	671,000	691,000	100.0	64.6	73.3	78.0	77.5	84.1	86.6 + 3.0
Shoe stores	5	194,200	163,000	170,000	150,000	100.0	82.6	83.9	81.5	80.3	87.5	92.7 + 5.9
Building Materials Group	11	429,600	217,000	304,000	291,000	100.0	56.3	50.5	60.3	61.2	70.8	67.7 - 4.3
Furniture and Household Group	13	406,200	215,000	365,000	428,000	100.0	58.3	52.9	75.1	79.8	89.9	105.4 +17.3
Restaurants, Cafeterias and Eating Places	19	141,500	95,000	104,000								
Other Retail Stores	188	1,246,500	1,172,000	1,343,000	1,340,000	100.0	68.7	63.5	69.5	67.2	72.7	72.6 - 0.2
Farmers' supply stores	16	434,300	180,000	280,000	214,000	100.0	43.5	41.4	55.5	54.8	64.5	49.3 -25.6
Coal and wood yards	7	477,700	350,000	350,000	372,000	100.0	81.2	73.3	78.5	73.5	73.3	77.9 + 6.3
Drug stores	20	352,600	258,000	274,000	296,000	100.0	76.0	73.2	74.6	73.7	77.7	83.9 + 8.0
Jewellery stores	9	97,600	52,000	70,000	69,000	100.0	61.5	53.3	57.4	58.4	71.7	70.7 - 1.4

(1) The number of stores is shown only for 1930. Total sales figures for later years are estimated upon the basis of returns from a sample number of firms. The total number of stores in operation in these later years is not known.

(2) In some instances, figures for years subsequent to 1930 have been revised.

(3) Sales figures for filling stations for years subsequent to 1930 have been estimated from data on gasoline consumption and retail prices.

Note: Group totals may include figures for classifications not separately shown.

Table 6.--NOVA SCOTIA - Total Net Sales and Sales Indexes, by Kinds of Business

Kind of Business	1930		Total Net Sales, Estimated (2)		Indexes of Retail Sales (1930=100)							% of Change, 1937/36		
	Number(1) of Stores	Total Net Sales	1933		1936	1937	1930	1932	1933	1934	1935		1936	1937
			\$	\$	\$	\$								
Total, All Stores	6,464	99,519,900	68,839,000	88,249,000	99,336,000	\$	100.0	75.1	69.2	77.2	81.6	88.7	99.8	+12.6
Food Group	2,937	24,809,500	18,738,000	21,636,000	23,546,000		100.0	81.0	75.5	80.5	83.6	87.2	94.9	+ 8.8
Candy and confectionery stores	541	2,209,300	1,471,000	1,633,000	1,826,000		100.0	75.7	66.6	73.7	72.2	73.9	82.7	+11.8
Grocery and combination stores	1,889	19,674,000	15,346,000	17,811,000	19,325,000		100.0	82.6	78.0	83.6	86.8	90.5	98.2	+ 8.5
Meat markets (including sea foods)	209	1,574,900	967,000	1,063,000	1,165,000		100.0	72.0	61.4	59.3	63.4	67.5	74.0	+ 9.6
Country General Stores	862	14,513,500	10,174,000	12,516,000	13,355,000		100.0	74.4	70.1	78.1	81.7	86.2	92.0	+ 6.7
General Merchandise Group	149	11,438,300	8,584,000	11,306,000	12,773,000		100.0	78.3	75.0	85.0	88.3	98.8	111.7	+13.0
Variety stores	22	1,990,400	1,622,000	2,335,000	2,641,000		100.0	86.6	81.5	91.8	100.2	117.3	132.7	+13.1
Automotive Group	511	16,254,400	8,876,000	16,027,000	19,434,000		100.0	60.3	54.6	69.3	82.5	98.6	119.7	+21.4
Motor vehicle dealers	101	11,628,000	5,442,000	11,832,000	14,996,000		100.0	51.4	46.0	63.2	78.4	100.0	126.8	+26.7
Filling stations(3)	229	2,148,300	2,139,000	2,694,000	2,812,000		100.0	107.2	99.5	113.5	126.6	125.4	130.9	+ 4.4
Garages	160	1,853,500	1,053,000	1,231,000	1,358,000		100.0	63.5	56.8	60.2	63.2	66.4	73.3	+10.3
Apparel Group	460	9,141,500	6,040,000	7,054,000	7,894,000		100.0	68.7	66.1	73.2	74.3	77.2	86.4	+11.9
Men's and boys' clothing and furnishings (includes custom tailors)	193	3,398,700	2,185,000	2,649,000	3,007,000		100.0	65.5	64.3	71.5	73.2	77.9	88.5	+13.5
Family clothing stores	70	2,491,900	1,851,000	2,234,000	2,571,000		100.0	80.3	74.3	83.1	85.6	89.7	103.2	+15.1
Women's apparel and accessories stores	125	1,859,100	1,076,000	1,182,000	1,253,000		100.0	65.6	57.9	63.8	63.2	63.6	67.4	+ 6.0
Shoe stores	72	1,391,800	928,000	989,000	1,063,000		100.0	60.0	66.7	72.1	71.6	71.1	76.4	+ 7.5
Building Materials Group	162	4,513,000	2,459,000	3,417,000	3,905,000		100.0	62.2	54.5	63.5	66.0	75.7	86.5	+14.3
Hardware stores	83	2,443,500	1,428,000	1,958,000	2,285,000		100.0	63.1	58.4	69.7	73.1	80.1	93.5	+16.7
Lumber and building material dealers	21	1,446,100	698,000	1,002,000	1,158,000		100.0	60.4	48.3	53.6	56.3	69.3	80.1	+15.6
Furniture and Household Group	146	3,380,600	1,807,000	2,262,000	2,612,000		100.0	61.0	53.5	62.4	62.1	66.9	77.3	+15.5
Furniture stores	40	1,461,600	938,000	1,140,000	1,376,000		100.0	70.5	64.2	72.8	71.6	78.0	94.1	+20.7
Radio and music stores	51	1,242,800	521,000	550,000	553,000		100.0	48.6	41.9	45.1	43.0	44.3	44.5	+ 0.5

(1), (2) and (3): See footnotes on Page 9.

Table 6.--NOVA SCOTIA - Total Net Sales and Sales Indexes, by Kinds of Business--(Cont'd.) -

Kind of Business	1930		Total Net Sales, Estimated (2)			Indexes of Retail Sales (1930 = 100)							% of Change, 1937/36
	Number(1) of Stores	Total Net Sales \$	1933 \$	1936 \$	1937 \$	1930	1932	1933	1934	1935	1936	1937	
Restaurants, Cafeterias and Eating Places	221	1,474,500	982,000	1,202,000	1,310,000	100.0	70.4	66.6	71.1	75.4	81.5	88.8	+ 9.0
Other Retail Stores (4)	984	11,996,500	8,370,000	8,998,000	9,829,000	100.0	75.8	69.8	74.0	73.9	75.0	81.9	+ 9.2
Farmers' supply stores	56	897,000	565,000	719,000	823,000	100.0	68.2	63.0	75.3	79.4	80.2	91.8	+14.4
Book stores	21	317,900	234,000	328,000	374,000	100.0	74.2	73.6	86.2	95.9	103.2	117.8	+14.0
Coal and wood yards	60	3,590,300	3,005,000	2,776,000	2,837,000	100.0	86.5	83.7	84.7	80.3	77.3	79.0	+ 2.2
Drug stores	147	3,015,500	2,068,000	2,329,000	2,543,000	100.0	78.0	68.5	72.5	75.1	77.2	84.3	+ 9.2
Jewellery stores	63	942,900	525,000	615,000	663,000	100.0	63.1	55.7	59.9	63.1	65.2	70.3	+ 7.8
Office, school and store supplies and equipment dealers	17	606,300	272,000	382,000	475,000	100.0	51.5	44.9	54.4	59.7	63.0	78.3	+24.3
Tobacco stores and stands	51	823,800	495,000	524,000	574,000	100.0	72.2	59.8	63.0	61.1	63.6	69.7	+ 9.5
Miscellaneous kinds of business (Includes secondhand stores)	551	1,636,900	1,086,000	1,224,000	1,409,000	100.0	73.4	66.3	71.1	67.7	73.6	86.1	+17.0
Government liquor stores	32	1,998,100	2,809,000	3,831,000	4,648,000	100.0	188.5	140.6	146.1	166.1	191.7	232.6	+21.3

(1) The number of stores is shown only for 1930. Total sales figures for later years are estimated upon the basis of returns from a sample number of firms. The total number of stores in operation in these later years is not known.

(2) In some instances, figures for years subsequent to 1930 have been revised.

(3) Sales figures for filling stations for years subsequent to 1930 have been estimated from data on gasoline consumption and retail prices.

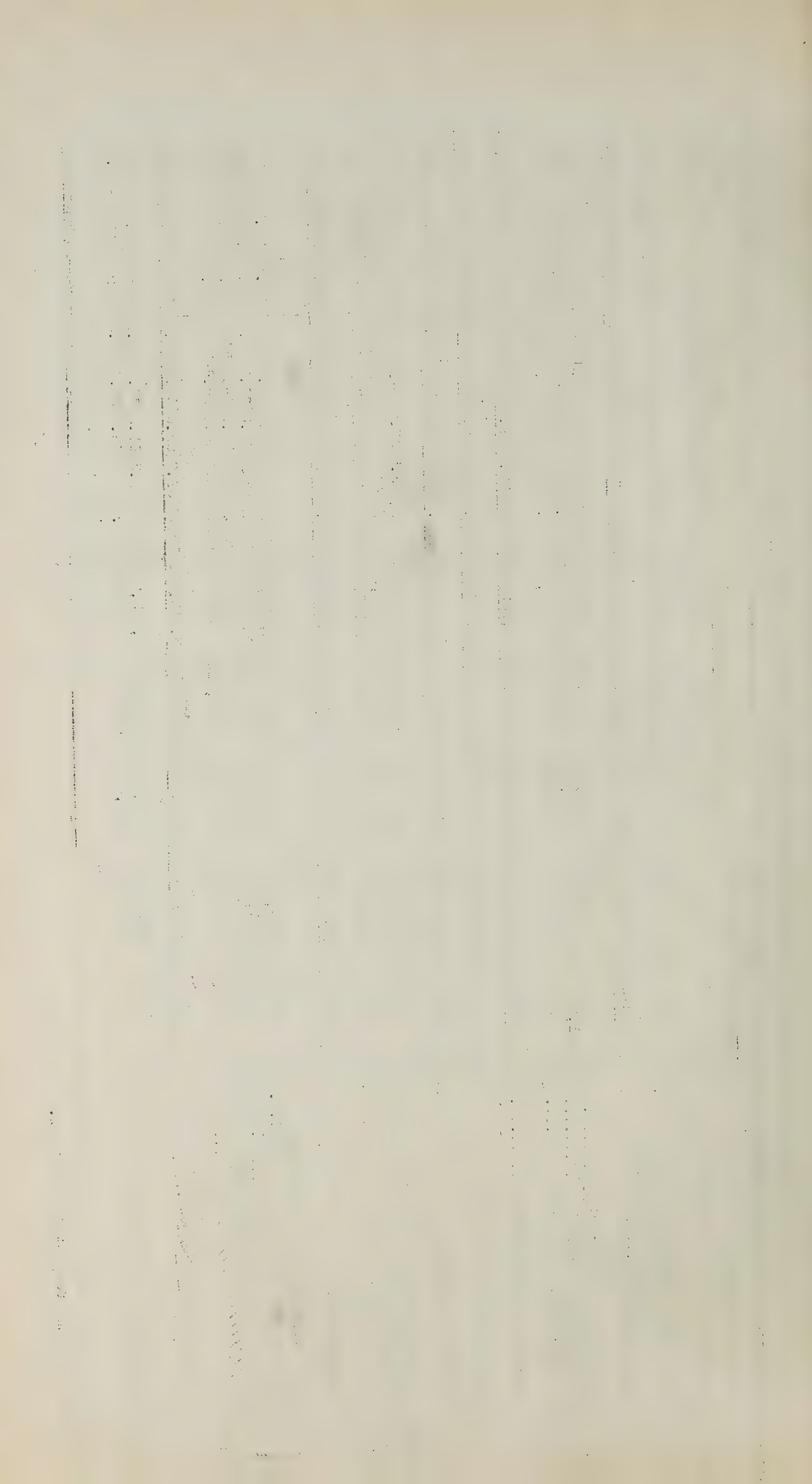
(4) Government liquor stores not included.

Note: Group totals may include figures for classifications not separately shown.

Table 7.--NEW BRUNSWICK - Total Net Sales and Sales Indexes, by Kinds of Business

Kind of Business	1930		Total Net Sales, Estimated (2)		Indexes of Retail Sales (1930 = 100)							% of Change, 1937/36	
	Number (1) of Stores	Total Net Sales	1933	1936	1937	1930	1932	1933	1934	1935	1936		1937
						100.0	100.0	100.0	100.0	100.0	100.0		100.0
Total, All Stores	4,434	\$ 84,371,900	\$ 52,375,000	\$ 66,265,000	\$ 76,656,000	100.0	67.6	62.1	69.1	73.1	79.4	90.9	+14.5
Food Group	1,818	14,982,500	11,022,000	12,090,000	13,117,000	100.0	78.8	73.6	76.2	78.3	80.7	87.5	+ 8.5
Candy and confectionery stores	236	975,500	751,000	759,000	866,000	100.0	83.1	77.0	77.3	76.5	77.8	88.8	+14.1
Grocery and combination stores	1,214	12,194,100	9,085,000	9,992,000	10,821,000	100.0	79.9	74.5	77.2	79.6	81.9	88.7	+ 8.3
Meat markets (including sea foods)	117	923,100	553,000	616,000	640,000	100.0	60.1	59.9	64.6	64.0	66.7	69.3	+ 3.9
Country General Stores	706	12,236,200	8,529,000	10,679,000	11,982,000	100.0	70.4	69.7	79.0	81.3	87.3	97.9	+12.2
General Merchandise Group	98	18,679,900	11,688,000	13,743,000	14,806,000	100.0	65.1	62.6	67.3	69.7	73.6	79.3	+ 7.7
Automotive Group	451	11,697,800	5,148,000	10,939,000	14,197,000	100.0	52.0	44.0	60.1	76.5	93.5	121.4	+29.8
Motor vehicle dealers	113	8,970,900	3,337,000	8,469,000	11,130,000	100.0	43.5	37.2	56.3	75.2	94.4	124.1	+31.4
Filling stations (3)	188	1,489,300	1,084,000	1,495,000	1,847,000	100.0	87.9	72.8	81.9	90.7	100.4	124.0	+23.5
Garages	136	1,108,400	652,000	896,000	1,133,000	100.0	72.1	58.8	62.3	71.0	80.8	102.2	+26.5
Apparel Group	307	6,573,300	4,087,000	4,846,000	5,305,000	100.0	70.3	64.1	68.6	71.1	76.0	83.2	+ 9.5
Men's and boys' clothing and furnishings (includes custom tailors)	114	1,858,900	1,113,000	1,381,000	1,478,000	100.0	61.0	59.9	66.8	72.0	74.3	79.5	+ 7.0
Family clothing stores	54	2,291,000	1,581,000	1,995,000	2,203,000	100.0	72.6	69.0	76.1	78.2	87.1	96.2	+10.4
Women's apparel and accessories stores	100	1,341,600	790,000	786,000	865,000	100.0	74.0	58.9	58.1	56.1	58.6	64.5	+10.1
Shoe stores	39	881,800	603,000	684,000	759,000	100.0	78.4	68.4	68.8	73.8	77.6	86.1	+11.0
Building Materials Group	115	3,359,000	1,779,000	2,546,000	3,213,000	100.0	59.8	53.0	66.5	67.7	75.8	95.7	+26.2
Hardware stores	47	1,553,100	955,000	1,310,000	1,525,000	100.0	69.5	61.5	70.7	73.9	84.3	98.2	+16.4
Lumber and building material dealers	13	830,800	321,000	427,000	630,000	100.0	37.9	38.6	50.6	48.3	51.4	75.8	+47.5

(1), (2) and (3): See footnotes on page 11.



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C A N A D A

DOMINION BUREAU OF STATISTICS

CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS

RETAIL MERCHANDISE TRADE

IN THE

MARITIME PROVINCES

CALENDAR YEAR

1938

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Published by Authority of the HON. W.D. EULER, M.P.,
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DOMINION BUREAU OF STATISTICS
INTERNAL TRADE BRANCH
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CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS

Retail Merchandise Trade in the Maritime Provinces, 1938

Retail sales in the Maritime Provinces amounted to \$178,578,000 in 1938, a drop of 4.9 per cent from the sales of the previous year, but nevertheless a gain of 7.2 per cent on the sales of 1936. Direct comparison between 1938 and the low point reached in 1933 reveals a 37 per cent improvement although sales last year were still 9.7 per cent below the 1930 level. The index of sales for 1938 on the base 1930 equals 100 stands at 90.3 compared with 95.0 for 1937, 84.3 for 1936, 77.3 for 1935 and 65.8 for 1933.

Decreases were recorded in the sales of practically all lines of business. In the food group retail sales amounted to \$38,060,000 in 1938 compared with \$38,632,000 the previous year, a drop of 1.5 per cent. The index for the food group stands at 90.8 for 1938 compared with 92.1 for 1937, 85.1 for 1936 and 74.8 for 1933. Within the food group, grocery and combination stores had sales totalling \$31,201,000, a decline of 1.9 per cent from 1937, while sales of meat markets (including fish markets) amounted to \$2,041,000, an increase of 3.9 per cent over the previous year. Sales of country general stores amounting to \$27,236,000 were down 2.9 per cent from \$28,063,000 the previous year.

Sales of the automotive group amounted to \$32,185,000 in 1938, a drop of 9.0 per cent from \$35,383,000 in 1937. Due to the marked increases of sales recorded by the automotive group in the preceding years, however, the index was well maintained. In 1935 the retail sales of the automotive group were 21.5 per cent greater than in 1934, the index being raised from 64.7 to 78.7. In 1936 sales for the group were up 20.9 per cent from the previous year, while the increase of 24.4 per cent in 1937 over 1936 raised the index for the group to 118.3 on the base 1930 equals 100. The index for the automotive group stands at 107.6 for 1938; motor vehicle dealers normally account for 75 per cent of the total sales of the automotive group. In 1938 these amounted to \$24,106,000, a decline of 12.4 per cent from the sales of 1937. The index for motor vehicle dealers stands at 107.6 for 1938 compared with 122.8 for 1937, 95.9 for 1936 and 42.1 for 1933. Retail sales of filling stations, while not large in dollar value, increased 3.9 per cent in 1938 over 1937. The index for filling stations stands at 132.2 for 1938 compared with 127.2 for 1937, 114.4 for 1936 and 88.6 for 1933. Compared with other lines of business, the sales of filling stations have held up remarkably well.

Retail sales of the apparel group declined from \$14,371,000 in 1937 to \$13,445,000 in 1938, a drop of 6.4 per cent. The index for the apparel group stands at 80.0 compared with 85.5 for 1937 and 66.0 for 1933. Within the apparel group the sales of men's and boys' clothing and furnishings (including customs tailors) declined 7.4 per cent in 1938 from 1937; sales of women's apparel and accessories stores declined 5.2 per cent and shoe store sales declined 1.8 per cent.

Sales of the building materials group in 1938 were 6.5 per cent below sales for 1937, the index for the year standing at 83.4. Within this group the sales of hardware stores declined 6.0 per cent while retail sales of lumber and building materials dealers were down 12.8 per cent. Sales of furniture stores were down 12.3 per cent; radio and music stores, 13.4 per cent; coal and wood yards, 2.3 per cent and drug stores, 2.8 per cent. There was little change in 1938 in the sales volume

of government liquor stores. In 1937, however, sales of government liquor stores increased 25.5 per cent over the previous year, while in 1936 there was an increase of 14.5 per cent over 1935. The index for government liquor stores stands at 120.7 for 1938, 120.3 for 1937, 95.9 for 1936 and 73.0 for 1933.

Chain Stores and Sales

There were 68 chain store companies operating 518 unit stores in the Maritime Provinces in 1938 compared with 66 companies operating 507 stores in 1937. Sales rose from \$30,771,400 in 1937 to \$31,375,200 in 1938. Annual chain sales accounted for 17.6 per cent of the total sales of all retail stores in the Maritime Provinces in 1938. In 1937 chain sales accounted for 16.4 per cent of all retail sales, 15.8 per cent in 1936 and 15.1 per cent in 1935. Sales of government liquor stores are included in the chain figures and it is largely due to their sharply increased sales in 1935, 1936 and 1937 that the ratio of chain sales to total sales has advanced. The proportion of grocery and combination store business transacted by chains has varied but little during recent years. In 1938 there were 15 different chain companies in this field operating 132 unit stores with sales totalling \$6,045,800 or 19.4 per cent of the annual business of all such stores including both chains and independents. In 1937 there were 15 different chains operating 137 unit stores with sales of \$6,129,500 or 19.3 per cent of the total business of all similar stores. The variety store continued to be a typical chain store field of endeavour in 1938 obtaining 95.7 per cent of the total annual sales of both chain and independent variety stores. Three drug store chain companies operating 23 unit stores with sales of \$722,800 accounted for 14.1 per cent of the annual business of all drug stores.

Prince Edward Island

Retail sales in Prince Edward Island amounted to \$11,122,000 in 1938 compared with \$11,748,000 in 1937, \$11,351,000 in 1936, \$9,901,000 in 1935, \$8,905,000 in 1933 and \$13,773,700 in 1930. It will be seen that sales in 1938 were 5.3 per cent lower than in 1937 but were still 26 per cent above the low period of 1933. The index of sales for 1938 on the base 1930 equals 100 stands at 80.7 compared with 85.3 for 1937.

Declining sales were recorded in practically all lines of business. Sales of the food group of retail stores declined 2.7 per cent, the index of sales falling from 92.4 in 1937 to 89.8 in 1938. Within this group the sales of grocery and combination stores were down 3.1 per cent and sales of meat markets (including fish markets) were down 0.6 per cent. Country general stores recorded little change but sales of the general merchandise group, including departmental stores, dry goods stores, general merchandise stores and variety stores, were 4.8 per cent less than in 1937. Sales of the automotive group, including motor vehicle dealers, accessories, tires and batteries stores, filling stations and garages were down 14.5 per cent although within the group the sales of filling stations alone were 3.4 per cent greater than in 1937. The 1938 sales of the apparel group were 4.9 per cent below the previous year, the building materials group was down 2.7 per cent, furniture and household group, down 12.1 per cent, and restaurants, cafeterias and eating places, down 14.8 per cent. Sales of jewellery stores were up 5.8 per cent but sales of farmers' supply stores fell off 19.2 per cent, coal and wood yards, 4.0 per cent and drug stores, 1.7 per cent.

Nova Scotia

The promise of 1937, in which year retail sales in Nova Scotia almost reached the 1930 level, was not borne out in 1938. Sales fell to a dollar value of \$95,819,000, a decline of 3.5 per cent from the sales of the previous year. The index for 1938 stands at 96.3 compared with 99.8 for 1937, 88.7 for 1936, 81.6 for 1935 and 69.2 for 1933.

There was a decline of 1.1 per cent in the sales of the food group which were valued at \$23,288,000 in 1938 and \$23,546,000 in 1937. The index for the group stands at 93.9 for 1938 compared with 94.9 for 1937, 87.2 for 1936 and 75.5 for 1933. Declines recorded by other groups of retail stores were as follows: general merchandise group (including department stores, dry goods stores, general merchandise stores and variety stores), 3.6 per cent; automotive group (including motor vehicle dealers, dealers in accessories, tires and batteries, filling stations and garages), 7.0 per cent; apparel group (including men's and boys' clothing and furnishings stores, family clothing stores, women's apparel and accessory stores and shoe stores), 6.1 per cent; building materials group (including hardware stores, lumber and building materials dealers and electrical shops), 4.8 per cent; furniture and household group (including furniture stores, household appliance stores and other home furnishings stores), 10.9 per cent.

Sales of country general stores in 1938 also declined 2.0 per cent from the previous year. Farmers' supply stores declined 2.4 per cent; coal and wood yards, 3.7 per cent; drug stores, 4.2 per cent and jewellery stores, 5.7 per cent; office, school and store supply and equipment dealers, 3.7 per cent. On the other hand, sales of tobacco and news stands were up 2.4 per cent.

New Brunswick

Sales of retail stores in New Brunswick in 1938 were 6.5 per cent less than in the previous year, amounting to \$71,637,000 in value compared with \$76,656,000 in 1937. The index of sales stands at 84.9 for 1938, 90.9 for 1937, 79.4 for 1936, 73.1 for 1935 and 62.1 for 1933.

Retail sales of the stores comprising the food group amounted to \$12,857,000 which was 2.0 per cent below the value of 1937 sales. The index for the group as a whole stands at 85.8. Sales of the general merchandise group fell 10.8 per cent from \$14,806,000 in 1937 to \$13,200,000 in 1938, the index for the group standing at 70.7 in 1938. The sales of the automotive group, which, as a group has shown remarkable recovery since 1933, were 11.2 per cent below the sales of 1937. Due to the large increase in the years immediately preceding 1938, however, the index stands at 107.8. Sales of the apparel group also fell off in 1938, being 7.2 per cent lower than in the previous year. Sales of the building materials group and furniture and household group declined 8.9 per cent and 10.7 per cent respectively.

Among other retail stores whose 1938 sales recorded decreases from 1937 were country general stores, down 4.7 per cent; restaurants, cafeterias and eating places, 0.7 per cent; book stores, 1.1 per cent; drug stores, 1.4 per cent; office, school and store supplies and equipment dealers, 3.2 per cent and tobacco stores and stands, 2.9 per cent.

Scope of Report

The figures for 1930 given in this report are taken from the results of the Census of Merchandising and Service Establishments which was taken in connection with the Decennial Census of 1931. Indexes of sales for years 1931 to 1938 have been computed from annual surveys of retail trade for which returns are received from all chain store companies and from a representative number of independent stores. Including chains and independents, reports were secured from 2,555 stores in the Maritime Provinces and it is estimated that these transacted 72 per cent of the total retail trade of this division. The indexes of sales computed from returns from these reporting firms have been applied to the total sales figures for 1930 in order to give the most accurate estimate possible of the total retail trade in later years. It should, therefore, be understood that the sales figures given in this report for years subsequent to 1930 are estimates of the total trade and do not relate to the business of only those stores included in the sample covered each year.

It should also be clearly understood that all retail sales figures given in this report relate to stores grouped according to kind of business and not to commodity sales. Grocery stores sell a number of lines of goods in addition to strictly grocery items. On the other hand, groceries are sold in many kinds of stores in addition to those units classified as grocery stores.

Table 1.--Total Net Sales and Sales Indexes, for Kinds of Business Groups and Selected Kinds of Business

Kind of Business	1930		Estimated Sales(2)		Indexes of Retail Sales (1930 = 100)										% of Change, 1938/37
	Number(1) of Stores	Total Net Sales \$	1937 \$	1938 \$	1930	1931	1932	1933	1934	1935	1936	1937	1938		
Total, All Stores	11,749	197,665,500	187,740,000	178,578,000	100.0	87.6	71.3	65.8	73.3	77.3	84.3	95.0	90.3	- 4.9	
Food Group	5,071	41,924,100	38,632,000	38,060,000	100.0	92.1	80.3	74.8	79.1	81.8	85.1	92.1	90.8	- 1.5	
Country General Stores	1,736	30,002,900	28,063,000	27,236,000	100.0	84.7	72.0	69.6	77.7	80.3	86.5	93.5	90.8	- 2.9	
General Merchandise Group	255	32,423,100	29,564,000	27,398,000	100.0	87.3	69.9	67.2	73.6	76.5	83.3	91.2	84.5	- 7.3	
Automotive Group	1,038	29,912,900	35,383,000	32,185,000	100.0	75.8	56.6	50.0	64.7	78.7	95.1	118.3	107.6	- 9.0	
Apparel Group	819	16,813,400	14,371,000	13,445,000	100.0	86.4	69.5	66.0	71.8	73.3	77.3	85.5	80.0	- 6.4	
Building Materials Group	288	8,301,600	7,409,000	6,926,000	100.0	80.5	60.9	53.7	64.5	66.4	75.5	89.2	83.4	- 6.5	
Furniture and Household Group	246	6,379,100	5,264,000	4,687,000	100.0	83.8	58.0	49.7	62.1	63.9	71.5	82.5	73.5	- 11.0	
Restaurants, Cafeterias and Eating Places	414	2,820,700	2,499,000	2,481,000	100.0	88.8	70.3	66.5	71.1	75.2	80.7	88.6	88.0	- 0.7	
Other Retail Stores	1,813	22,288,000	18,372,000	17,950,000	100.0	91.0	77.2	69.8	74.1	73.5	75.7	82.4	80.5	- 2.3	
Government Liquor Stores	69	6,799,700	8,183,000	8,210,000	100.0	128.2	96.2	73.0	76.5	83.8	95.9	120.3	120.7	+ 0.3	
Grocery and combination stores	3,327	33,515,700	31,810,000	31,201,000	100.0	92.4	81.9	76.9	81.6	84.5	87.8	94.9	93.1	- 1.9	
Meat markets (including fish markets)	374	2,826,400	1,964,000	2,041,000	100.0	83.6	66.1	59.2	59.3	62.4	65.5	69.5	72.2	+ 3.9	
Department stores	20	24,212,700	20,507,000	18,627,000	100.0	85.8	67.1	65.7	71.0	72.6	77.6	84.7	76.9	- 9.2	
Motor vehicle dealers	235	22,409,500	27,510,000	24,106,000	100.0	71.1	47.8	42.1	59.4	75.5	95.9	122.8	107.6	- 12.4	
Filling stations (3)	440	3,803,000	4,837,000	5,028,000	100.0	97.7	99.0	88.6	100.2	110.8	114.4	127.2	132.2	+ 3.9	
Men's and boys' clothing and furnish- ing stores (includes custom tailors)	340	5,505,900	4,740,000	4,391,000	100.0	81.6	64.5	63.2	70.1	72.8	77.1	86.1	79.8	- 7.4	
Women's apparel and accessories stores	233	3,295,300	2,164,000	2,052,000	100.0	88.1	69.3	58.6	61.5	60.4	61.7	66.4	63.0	- 5.2	
Shoe stores	116	2,467,800	2,002,000	1,965,000	100.0	81.5	68.9	68.6	71.7	73.1	74.7	81.1	79.6	- 1.8	
Hardware stores	134	4,081,900	3,857,000	3,625,000	100.0	84.2	65.3	59.3	69.6	72.8	81.2	94.5	88.8	- 6.0	
Lumber and building material dealers.	37	2,521,300	1,956,000	1,706,000	100.0	73.3	51.8	44.6	53.0	54.1	63.3	77.6	67.7	- 12.8	
Furniture stores	76	3,405,100	3,193,000	2,799,000	100.0	85.8	63.6	56.4	68.5	70.6	80.4	93.8	82.2	- 12.3	
Radio and music stores	76	1,787,200	756,000	655,000	100.0	81.1	47.6	38.4	42.3	40.5	40.9	42.3	36.6	- 13.4	
Coal and wood yards	120	6,494,100	5,034,000	4,916,000	100.0	93.9	85.2	80.0	82.2	78.1	75.7	77.5	75.7	- 2.3	
Drug stores	282	5,699,100	5,269,000	5,123,000	100.0	93.7	83.5	73.7	77.2	79.3	83.1	92.5	89.9	- 2.8	

- (1) The number of stores is shown only for 1930. Total sales figures for later years are estimated upon the basis of returns from a sample number of firms. The total number of stores in operation in these later years is not known.
- (2) In some instances, figures for years subsequent to 1930 have been revised.
- (3) Sales figures for filling stations for years subsequent to 1930 have been estimated from data on gasoline consumption and retail prices.

MARITIME PROVINCES - RETAIL MERCHANDISE TRADE, 1938

Table 2.--Number of Chains, Chain Stores, Total Chain Store Sales and Percentages of Chain Store Sales to Total Sales, by Years

	1930	1933	1937	1938
ALL STORES , TOTAL -				
Chains	66	64	66	68
Stores (maximum)	407	481	507	518
Chain sales	\$ 24,800,700	\$ 19,647,700	\$ 30,771,400	\$ 31,375,200
Total sales	\$197,665,500	\$130,119,000	\$187,740,000	\$178,578,000
%, chains to total	12.5	15.1	16.4	17.6
Grocery and Combination Stores -				
Chains	12	17	15	15
Stores (maximum)	98	156	137	132
Chain sales	\$ 4,664,500	\$ 5,474,600	\$ 6,129,500	\$ 6,045,800
Total sales	\$ 33,515,700	\$ 25,779,000	\$ 31,810,000	\$ 31,201,000
%, chains to total	13.9	21.2	19.3	19.4
Variety Stores -				
Chains	3	3	5	6
Stores (maximum)	24	24	43	48
Chain sales	\$ 3,398,400	\$ 2,720,300	\$ 4,826,600	\$ 4,919,400
Total sales	\$ 3,655,600	\$ 2,937,000	\$ 5,055,000	\$ 5,138,000
%, chains to total	93.0	92.6	95.5	95.7
Drug Stores -				
Chains	4	4	3	3
Stores (maximum)	23	25	23	23
Chain sales	\$ 793,100	\$ 638,000	\$ 701,700	\$ 722,800
Total sales	\$ 5,699,100	\$ 4,198,000	\$ 5,269,000	\$ 5,123,000
%, chains to total	13.9	15.2	13.3	14.1

Table 3.--Comparison of Total Sales and Chain Store Sales, by Provinces

	1930	1933	1937	1938
Maritime Provinces -				
Chains	66	64	66	68
Stores (maximum)	407	481	507	518
Chain sales	\$ 24,800,700	\$ 19,647,700	\$ 30,771,400	\$ 31,375,200
Total sales	\$197,665,500	\$130,119,000	\$187,740,000	\$178,578,000
%, chains to total	12.5	15.1	16.4	17.6
Prince Edward Island -				
Chains	7	5	7	8
Stores (maximum)	12	8	7	9
Chain sales	\$ 678,700	\$ 350,900	\$ 507,700	\$ 508,100
Total sales	\$ 13,773,700	\$ 8,905,000	\$ 11,748,000	\$ 11,122,000
%, chains to total	4.9	3.9	4.3	4.6
Nova Scotia -				
Chains	48	50	49	49
Stores (maximum)	227	283	295	293
Chain sales	\$ 12,163,300	\$ 11,715,500	\$ 17,384,900	\$ 18,148,300
Total sales	\$ 99,519,900	\$ 68,839,000	\$ 99,336,000	\$ 95,819,000
%, chains to total	12.2	17.0	17.5	18.9
New Brunswick -				
Chains	42	41	44	46
Stores (maximum)	168	190	205	216
Chain sales	\$ 11,958,700	\$ 7,581,300	\$ 12,878,800	\$ 12,718,800
Total sales	\$ 84,371,900	\$ 52,375,000	\$ 76,656,000	\$ 71,637,000
%, chains to total	14.2	14.5	16.8	17.8

ote: In some instances, figures for years subsequent to 1930 have been revised.

Table 4.--PRINCE EDWARD ISLAND - Total Net Sales and Sales Indexes, by Kinds of Business

Kind of Business	1930		Estimated Sales(2)		Indexes of Retail Sales (1930 = 100)										% of Change, 1938/7
	Number(1) of Stores	Total Net Sales \$	1937	1938	1930	1931	1932	1933	1934	1935	1936	1937	1938		
Total, All Stores	851	13,773,700	11,743,000	11,122,000	100.0	83.8	67.4	64.7	70.3	71.9	82.4	85.3	90.7	- 5.3	
Food Group	316	2,132,100	1,969,000	1,915,000	100.0	91.6	83.0	75.7	82.8	86.3	90.6	92.4	89.8	- 2.7	
Grocery and combination stores	224	1,647,600	1,664,000	1,612,000	100.0	94.0	89.0	81.8	91.0	93.4	98.8	101.0	97.8	- 3.1	
Meat markets (includes fish markets) ...	48	328,400	159,000	158,000	100.0	78.0	54.5	46.5	44.5	53.0	52.7	48.4	48.1	- 0.6	
Country General Stores	168	3,253,200	2,726,000	2,729,000	100.0	80.6	67.1	67.0	70.8	70.7	85.0	83.8	83.9	+ 0.1	
General Merchandise Group	8	2,304,900	1,985,000	1,889,000	100.0	76.1	66.5	65.3	69.2	72.2	84.9	86.1	82.0	- 4.8	
Automotive Group	76	1,960,700	1,722,000	1,472,000	100.0	85.6	52.4	47.6	54.5	59.6	75.7	87.8	75.1	-14.5	
Motor vehicle dealers	21	1,608,800	1,384,000	1,128,000	100.0	83.7	45.5	40.7	49.6	55.8	73.5	86.0	70.1	-18.5	
Filling stations(3)	23	165,400	178,000	184,000	100.0	101.0	91.9	88.3	91.9	86.5	97.9	107.6	111.2	+ 3.4	
Apparel Group	52	1,298,600	1,172,000	1,115,000	100.0	93.1	71.5	75.0	77.6	77.2	84.5	90.3	85.9	- 4.9	
Men's and boys' clothing and furnishings (includes custom tailors)	33	248,300	255,000	246,000	100.0	94.2	77.3	72.5	74.9	74.9	85.8	102.7	97.1	- 3.5	
Family clothing stores	6	797,500	691,000	654,000	100.0	89.3	64.6	73.6	78.0	77.5	84.1	86.3	82.0	- 5.4	
Shoe stores	5	194,200	180,000	167,000	100.0	107.6	89.6	83.9	81.9	80.3	87.5	92.7	86.0	- 7.2	
Building Materials Group	11	429,600	291,000	283,000	100.0	76.6	56.3	50.5	60.3	61.2	70.8	67.7	65.2	- 2.7	
Furniture and Household Group	13	406,200	428,000	376,000	100.0	74.8	58.3	52.9	76.1	79.8	89.2	100.1	92.6	-12.1	
Restaurants, Cafeterias and Eating Places	19	141,900	115,000	98,000	100.0	88.1	68.8	66.9	64.8	68.4	73.3	81.0	62.1	-14.8	
Other Retail Stores	188	1,846,500	1,340,000	1,245,000	100.0	85.1	68.7	63.5	69.5	67.2	72.7	72.6	67.1	- 7.1	
Farmers' supply stores	16	434,300	214,000	173,000	100.0	60.1	43.5	41.4	55.5	54.8	64.5	49.3	39.8	-19.2	
Coal and wood yards	7	477,700	372,000	357,000	100.0	100.9	81.2	73.3	78.5	73.5	73.3	77.5	74.7	- 4.0	
Drug stores	20	352,600	296,000	291,000	100.0	93.0	76.0	73.2	74.6	73.7	77.7	83.9	82.5	- 1.7	
Jewellery stores	9	97,600	69,000	73,000	100.0	76.8	61.5	53.3	57.4	58.4	71.7	70.7	74.8	+ 5.8	

(1) The number of stores is shown only for 1930. Total sales figures for later years are estimated upon the basis of returns from a sample number of firms. The total number of stores in operation in these later years is not known.

(2) In some instances, figures for years subsequent to 1930 have been revised.

(3) Sales figures for filling stations for years subsequent to 1930 have been estimated from data on gasoline consumption and retail prices. Note: Group totals may include figures for classifications not separately shown.

Table 5.--NOVA SCOTIA - Total Net Sales and Sales Indexes, by Kinds of Business

Kind of Business	1930		Indexes of Retail Sales (1930 = 100)										% of Change, 1938/7	
	Number(1) of Stores	Total Net Sales	Estimated Sales(2)		1930	1931	1932	1933	1934	1935	1936	1937		1938
			1937	1938										
Total, All Stores	6,464	99,519,900	99,336,000	95,819,000	100.0	90.3	75.1	69.2	77.2	81.6	88.7	99.8	96.3	- 3.5
Food Group	2,937	24,802,500	25,246,000	23,282,000	100.0	93.8	81.0	75.5	80.5	83.6	87.2	94.9	93.9	- 1.1
Candy and confectionery stores	541	2,209,300	1,826,000	1,753,000	100.0	94.0	75.7	66.6	73.7	72.2	73.9	82.7	79.3	- 4.0
Grocery and combination stores	1,889	19,674,000	19,325,000	19,093,000	100.0	94.1	82.6	78.0	83.6	86.8	90.5	98.2	97.0	- 1.2
Meat markets (includes fish markets) ...	209	1,574,900	1,165,000	1,210,000	100.0	89.7	72.0	61.4	59.3	63.4	67.5	74.0	76.8	+ 3.9
Country General Stores	862	14,513,500	13,355,000	13,088,000	100.0	84.4	74.4	70.1	78.1	81.7	86.2	92.0	90.2	- 2.0
General Merchandise Group	149	11,438,300	12,773,000	12,309,000	100.0	90.9	78.3	75.0	85.0	88.3	98.8	111.7	107.6	- 3.6
Variety stores	22	1,990,400	2,641,000	2,726,000	100.0	96.8	86.6	81.5	91.8	100.2	117.3	132.7	137.0	+ 3.2
Automotive Group	511	16,254,400	19,464,000	18,100,000	100.0	77.9	60.3	54.6	69.3	82.5	98.6	119.7	111.4	- 7.0
Motor vehicle dealers	101	11,829,800	14,996,000	13,451,000	100.0	73.9	51.4	46.0	65.2	78.4	100.0	126.8	115.7	- 10.3
Filling stations(3)	229	2,148,300	2,812,000	3,005,000	100.0	99.6	107.2	99.5	113.5	126.6	125.4	130.9	129.9	+ 6.9
Garages	160	1,853,500	1,358,000	1,347,000	100.0	80.2	63.5	56.8	60.2	63.2	66.4	73.3	72.7	- 0.8
Apparel Group	460	9,141,500	7,894,000	7,409,000	100.0	85.2	68.7	66.1	73.2	74.3	77.2	86.4	81.0	- 6.1
Men's and boys' clothing and furnishings (includes custom tailors)	193	3,398,700	3,007,000	2,803,000	100.0	81.6	65.5	64.3	71.5	73.2	77.9	88.5	82.5	- 6.8
Family clothing stores	70	2,491,900	2,571,000	2,383,000	100.0	94.4	80.3	74.3	83.1	85.6	89.7	103.2	95.6	- 7.3
Women's apparel and accessories stores ..	125	1,359,100	1,253,000	1,180,000	100.0	87.1	65.6	57.0	63.8	63.2	63.6	67.4	63.5	- 5.8
Shoe stores	72	1,391,800	1,063,000	1,043,000	100.0	75.1	60.0	66.7	72.1	71.6	71.1	76.4	74.9	- 1.9
Building Materials Group	162	4,513,000	3,905,000	3,717,000	100.0	78.9	62.2	54.5	63.5	66.0	75.7	86.5	82.4	- 4.8
Hardware stores	83	2,443,500	2,285,000	2,152,000	100.0	78.2	63.1	58.4	69.7	73.1	80.1	93.5	88.1	- 5.8
Lumber and building material dealers ...	21	1,446,100	1,158,000	1,060,000	100.0	79.7	60.4	48.3	53.6	56.3	69.3	80.1	73.3	- 8.5

1), (2) and (3): See footnotes on Page 8.

Table 5.--NOVA SCOTIA - Total Net Sales and Sales Indexes, by Kinds of Business (Cont'd.)

Kind of Business	1930		Estimated Sales(2)		Indexes of Retail Sales (1930 = 100)										% of Change, 1938-1937
	Number(1) of Stores	Total Net Sales \$	1937 \$	1938 \$	1930	1931	1932	1933	1934	1935	1936	1937	1938	1939	
Furniture and Household Group	146	3,380,600	2,612,000	2,326,000	100.0	83.5	61.0	53.5	62.4	62.3	66.9	77.3	88.8	10.9	
Furniture stores	40	1,461,600	1,376,000	1,208,000	100.0	90.8	70.5	64.2	72.8	71.6	78.0	94.1	82.6	- 12.2	
Radio and music stores	51	1,242,800	553,000	465,000	100.0	74.7	48.6	41.9	45.1	43.0	44.3	44.5	37.4	- 15.9	
Restaurants, Cafeterias and Eating Places	221	1,474,500	1,310,000	1,317,000	100.0	88.9	70.4	66.6	71.1	75.4	81.5	88.8	89.3	+ 0.5	
Other Retail Stores(4)	984	11,996,500	9,829,000	9,580,000	100.0	90.3	75.8	69.8	74.0	73.9	75.0	81.9	73.9	- 2.5	
Farmers' supply stores	56	897,000	823,000	803,000	100.0	89.3	68.2	63.0	75.3	79.4	80.2	91.8	89.5	- 2.4	
Book stores	21	317,900	374,000	377,000	100.0	94.1	74.2	73.6	86.2	95.9	103.2	117.6	118.3	+ 0.8	
Coal and wood yards	60	3,590,300	2,837,000	2,732,000	100.0	93.1	86.5	83.7	84.7	80.3	77.3	79.0	76.1	- 3.7	
Drug stores	147	3,015,500	2,543,000	2,436,000	100.0	86.2	76.0	68.5	72.5	75.1	77.2	84.3	83.6	- 4.2	
Jewellery stores	63	942,900	663,000	625,000	100.0	100.9	63.1	55.7	59.9	63.1	65.2	70.3	66.3	- 5.7	
Office, school and store supplies and equipment dealers	17	606,300	475,000	457,000	100.0	69.8	51.5	44.9	54.4	59.7	63.0	78.3	75.4	- 3.7	
Tobacco stores and stands	51	823,800	574,000	588,000	100.0	91.9	72.2	59.8	63.0	61.1	63.6	69.7	71.4	+ 2.4	
Miscellaneous kinds of business (includes secondhand stores)	551	1,636,900	1,409,000	1,437,000	100.0	91.0	73.4	66.3	71.1	67.7	73.6	86.1	87.8	+ 2.0	
Government liquor stores	32	1,998,100	4,648,000	4,685,000	100.0	248.1	188.5	140.6	146.1	166.1	191.7	232.6	234.5	+ 0.8	

(1) The number of stores is shown only for 1930. Total sales figures for later years are estimated upon the basis of returns from a sample number of firms. The total number of stores in operation in these later years is not known.

(2) In some instances, figures for years subsequent to 1930 have been revised.

(3) Sales figures for filling stations for years subsequent to 1930 have been estimated from data on gasoline consumption and retail prices.

(4) Government liquor stores not included.

Note: Group totals may include figures for classifications not separately shown.

Table 6.--NEW BRUNSWICK - Total Net Sales and Sales Indexes, by Kinds of Business

Kind of Business	1930		Indexes of Retail Sales (1930 = 100)											% of Change, 1938/7
	Number(1) of Stores	Total Net Sales	Estimated Sales(2)		1930	1931	1932	1933	1934	1935	1936	1937	1938	
			1937	1938										
Total, All Stores	4,434	84,371,900	76,656,000	71,637,000	100.0	85.0	67.6	62.1	69.1	73.1	79.4	90.9	84.9	- 6.5
Food Group	1,818	14,982,500	13,117,000	12,857,000	100.0	89.5	78.8	73.6	76.2	78.3	80.7	87.5	85.8	- 2.0
Candy and confectionery stores	236	975,500	866,000	899,000	100.0	95.8	83.1	77.0	77.3	76.5	77.8	88.8	92.2	+ 3.8
Grocery and combination stores	1,214	12,194,100	10,821,000	10,496,000	100.0	89.5	79.9	74.5	77.2	79.6	81.9	88.7	86.1	- 3.0
Meat markets (including fish markets)	117	923,100	640,000	673,000	100.0	76.3	60.1	59.9	64.6	64.0	66.7	69.3	72.9	+ 5.2
Country General Stores	706	12,236,200	11,982,000	11,419,000	100.0	86.2	70.4	69.7	79.0	81.3	87.3	97.9	93.3	- 4.7
General Merchandise Group	98	18,679,900	14,806,000	13,200,000	100.0	86.4	65.1	62.6	67.3	69.7	73.6	79.3	70.7	- 10.8
Automotive Group	451	11,697,800	14,197,000	12,613,000	100.0	71.2	52.0	44.0	60.1	76.5	93.5	121.4	107.8	- 11.2
Motor vehicle dealers	113	8,970,900	11,130,000	9,527,000	100.0	65.3	43.5	37.2	56.3	75.2	94.4	124.1	106.2	- 14.4
Filling stations(3)	188	1,489,300	1,847,000	1,839,000	100.0	94.7	87.9	72.8	81.9	90.7	100.4	124.0	123.5	- 0.4
Garages	136	1,108,400	1,133,000	1,161,000	100.0	88.3	72.1	58.8	62.3	71.0	80.8	102.2	104.7	+ 2.5
Apparel Group	307	6,373,300	5,305,000	4,921,000	100.0	86.7	70.3	64.1	68.6	71.1	76.0	93.2	77.2	- 7.2
Men's and boys' clothing and furnishings (includes custom tailors)	114	1,858,900	1,478,000	1,342,000	100.0	80.0	61.0	59.9	66.8	72.0	74.3	79.5	72.2	- 9.2
Family clothing stores	54	2,291,000	2,203,000	2,000,000	100.0	91.0	72.6	69.0	76.1	78.2	87.1	96.2	97.3	- 9.2
Women's apparel and accessories stores ..	100	1,341,600	865,000	824,000	100.0	89.3	74.0	58.9	58.1	56.1	58.6	64.5	61.4	- 4.7
Shoe stores	39	881,800	759,000	755,000	100.0	86.0	78.4	68.4	68.8	73.8	77.6	86.1	85.6	- 0.5
Building Materials Group	115	3,359,000	3,213,000	2,926,000	100.0	83.2	59.8	53.0	66.5	67.7	75.8	95.7	87.1	- 8.9
Hardware stores	47	1,553,100	1,525,000	1,424,000	100.0	93.9	69.5	61.5	70.7	73.9	84.3	98.2	91.7	- 6.6
Lumber and building material dealers	13	830,800	630,000	488,000	100.0	63.0	37.9	38.6	50.6	48.3	51.4	75.8	58.7	- 22.5

(1), (2) and (3): See footnotes on page 10.

Table 6.--NEW BRUNSWICK - Total Net Sales and Sales Indexes, by Kinds of Business (Cont'd.)

Kind of Business	Indexes of Retail Sales (1930 = 100)													% of Change, 1938/7
	Number (1) of Stores	Total Net Sales \$	Estimated Sales (2)		1930	1931	1932	1933	1934	1935	1936	1937	1938	
			1937 \$	1938 \$										
Furniture and Household Group	87	2,592,300	2,224,000	1,985,000	100.0	85.7	53.9	44.2	59.6	63.8	74.5	85.8	76.6	- 10.7
Furniture stores	35	1,678,000	1,484,000	1,299,000	100.0	83.5	57.9	49.3	61.3	66.2	78.2	88.4	77.4	- 12.5
Radio and music stores	22	460,600	160,000	155,000	100.0	99.2	44.9	28.7	35.0	32.8	31.0	34.7	33.7	- 3.1
Restaurants, Cafeterias and Eating Places	174	1,204,300	1,074,000	1,066,000	100.0	88.8	70.2	66.4	71.7	75.6	80.5	89.2	88.5	- 0.7
Other Retail Stores (4)	641	8,445,000	7,203,000	7,125,000	100.0	93.3	81.1	71.3	75.3	74.3	77.4	85.3	84.4	- 1.1
Farmers' supply stores	40	759,100	671,000	690,000	100.0	92.2	72.7	68.8	76.8	75.1	76.4	88.4	90.9	+ 2.8
Book stores	15	350,500	279,000	276,000	100.0	81.0	63.9	59.9	64.2	67.0	71.3	79.6	78.7	- 1.1
Coal and wood yards	53	2,426,100	1,825,000	1,827,000	100.0	93.7	84.0	75.2	79.2	75.7	73.8	75.2	75.3	+ 0.2
Drug stores	115	2,331,000	2,430,000	2,396,000	100.0	103.6	94.3	80.4	83.8	85.6	91.5	104.2	102.8	- 2.4
Jewellery stores	37	502,900	409,000	413,000	100.0	76.4	64.2	56.3	65.2	68.8	75.4	81.3	82.1	+ 1.0
Office and school and store supplies and equipment dealers	11	297,600	253,000	245,000	100.0	66.9	43.0	39.3	52.4	56.1	65.2	85.0	82.3	- 3.2
Tobacco stores and stands	43	608,500	456,000	443,000	100.0	102.2	87.1	74.8	70.2	66.2	70.7	74.9	72.8	- 2.9
Miscellaneous kinds of business (includes secondhand stores)	310	967,000	746,000	692,000	100.0	83.8	69.6	60.0	64.8	60.9	66.9	77.1	71.6	- 7.2
Government liquor stores	37	4,801,600	3,535,000	3,525,000	100.0	78.2	57.8	44.9	47.5	49.5	56.0	73.6	73.4	- 0.3

(1) The number of stores is shown only for 1930. Total sales figures for later years are estimated upon the basis of returns from a sample number of firms. The total number of stores in operation in these later years is not known.

(2) In some instances, figures for years subsequent to 1930 have been revised.

(3) Sales figures for filling stations for years subsequent to 1930 have been estimated from data on gasoline consumption and retail prices.

(4) Government liquor stores not included.

Note: Group totals may include figures for classifications not separately shown.

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C A N A D A

DOMINION BUREAU OF STATISTICS

CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS

RETAIL MERCHANDISE TRADE

IN THE

MARITIME PROVINCES

CALENDAR YEAR

1939

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DOMINION BUREAU OF STATISTICS
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CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS

Retail Merchandise Trade in the Maritime Provinces, 1939

Retail sales in the Maritime Provinces in 1939 increased 3 per cent over the level of 1938 but were down 2 per cent from 1937. Direct comparison with earlier years indicates a 42 per cent improvement over the low point of the depression in 1933 although 1939 sales were still 7 per cent below the level of 1930. The value of retail sales amounted to \$184,571,000 in 1939, \$178,578,000 in 1938, \$187,740,000 in 1937 and \$166,565,000 in 1936. The index of sales for 1939, on the base 1930 equals 100 stands at 93.4 compared with 90.3 for 1938, 95.0 for 1937, 84.3 for 1936, and 65.8 for 1933. The 3 per cent increase in 1939 over 1938 was shared almost equally by the three Maritime Provinces, New Brunswick showing a sales improvement slightly higher than the average.

Increases were recorded in the sales of almost all lines of trade. In the food group, retail sales amounted to \$38,905,000 in 1939 compared with \$38,060,000 in the previous year, an increase of 2 per cent. The index for the food group stands at 92.8 for 1939, 90.8 for 1938, 92.1 for 1937 and 74.8 for 1933. Within the food group, grocery and combination stores had sales totalling \$31,866,000, an advance of 2 per cent from 1938, while sales of meat markets (including fish markets) amounted to \$2,074,000, also up 2 per cent from the previous year. Sales of country general stores totalled \$26,752,000 in 1939 compared with \$27,236,000 in 1938, a drop of 2 per cent.

The only other major kind of business group to record a drop in sales from 1938 was the automotive group where sales decreased from \$32,185,000 in 1938 to \$31,870,000 in 1939, down 1 per cent. Due to the substantial increases in sales which were registered in this group in the years 1935 to 1937, however, the sales index of the group is still above the level of 1930 and stands at 106.5 for 1939. In 1937 the automotive group index stood at 118.3 and in 1938 at 107.6. Motor vehicle dealers who normally account for three quarters of the sales in the automotive group, had sales of \$23,493,000 in 1939 compared with \$24,106,000 in 1938 and \$27,510,000 in 1937. The index of motor vehicle dealers stands at 104.8 for 1939, 107.6 for 1938, and 122.8 for 1937.

Retail sales of the apparel group totalled \$14,148,000 in 1939, a gain of 5 per cent over the 1938 total of \$13,445,000. The index for this group stands at 84.1 for 1939 compared with 80.0 for 1938, 85.5 for 1937 and 66.0 for 1933. Men's and boys' clothing and furnishings stores (including custom tailors) reported sales up 7 per cent from 1938; women's apparel and accessory stores had sales up 4 per cent; while shoe stores reported an increase in sales of less than 1 per cent.

Sales in the building materials group almost regained the level of 1937 with sales totalling \$7,362,000 in 1939, an increase of 6 per cent over 1938. In 1938 sales in this group amounted to \$6,926,000, 7 per cent below the level of 1937. The index for this group stands at 88.7 for 1939, 83.4 for 1938 and 89.2 for 1937. Within this group sales of hardware stores advanced 6 per cent over 1938 while sales of building material dealers improved 8 per cent. Furniture store sales were up 6 per cent; radio and music stores up 12 per cent; coal and wood yards up 9 per cent; and drug stores up 4 per cent.

In 1939 government liquor stores showed annual sales 12 per cent above the level of 1938. In 1938 sales were approximately on a par with sales in 1937 while in 1937 sales were up 26 per cent from 1936. The sales index for government liquor stores stands at 135.3 for 1939, 120.7 for 1938, 120.3 for 1937 and 95.9 for 1936.

Chain Stores and Sales

There were 68 chain store companies operating 518 unit stores in the Maritime Provinces in 1939 and an identical number of both firms and units in 1938. Chain store sales rose from \$31,375,200 in 1938 to \$33,428,400 in 1939. Chains accounted for 18.1 per cent of the sales of all retail stores in the Maritime Provinces in 1939 compared with 17.6 per cent in the previous year. In earlier years corresponding ratios of chain store sales to total sales were 16.4 per cent in 1937, 15.8 per cent in 1936 and 15.1 per cent in 1935. The sales of government liquor stores which increased substantially in the years subsequent to 1935 contributes largely to the increase in ratios of chain to total sales, government liquor stores being included with the figures for chain stores. The proportion of grocery and combination store business transacted by chain organizations has shown no marked change in recent years. In 1939 there were 15 chain companies operating 133 stores with sales amounting to \$6,396,300 or 20.1 per cent of the sales of all such stores including both chains and independents. In 1938 there were 15 companies operating 132 units with sales totalling \$6,045,800 or 19.4 per cent of the total business of all stores in the same line of trade. In the variety store field chains maintained the predominant position held in 1938 and 1937 and obtained 96 per cent of the business transacted by all stores in this line. The sales volume of chain variety stores in 1939 totalled \$6,067,800. Three drug store companies operating 23 stores had sales of \$748,300 in 1939 compared with sales of \$722,800 in 1938 for the same number of companies and stores.

Prince Edward Island

The dollar value of retail sales in Prince Edward Island in 1939 was up 3 per cent from 1938 and amounted to \$11,431,000 compared with \$11,122,000 in 1938, \$11,748,000 in 1937, \$8,905,000 in 1933, and \$13,773,700 in 1930. The index of sales on the base 1930 equals 100 stands at 83.0 for 1939, 80.7 for 1938, 85.3 for 1937 and 64.7 for 1933.

Slightly improved sales were recorded in almost every line of business. Sales in the food group were up 1 per cent, the index standing at 90.5 for 1939 and 89.8 for 1938. Within the food group sales of grocery and combination stores showed only a fractional increase while meat markets (including fish markets) reported sales up 4 per cent from the previous year. Country general stores had an increase in sales of 1 per cent and the general merchandise group (including department stores, dry goods stores, general merchandise stores and variety stores) reported sales increased 2 per cent over 1938. Sales of the automotive group as a whole were up 10 per cent, this gain being shared by all kinds of business within the group including motor vehicle dealers, filling stations and garages. The 1939 sales of the apparel group were up 5 per cent above the previous year, shoe stores alone showing a slight decrease within this group. The building materials group, the only major kind of business group to record a decline, reported 1939 sales 9 per cent below the level of 1938. The furniture and household group was up 6 per cent, restaurants, cafeterias and eating places, up 14 per cent, fuel dealers, up 13 per cent, drug stores, up 2 per cent, and jewellery stores, up 10 per cent.

Nova Scotia

Retail sales in Nova Scotia in 1939 almost reached the 1930 level and amounted to \$98,864,000, a gain of 3 per cent over the previous year. The index stands at 99.3 for 1939, 96.3 for 1938, 99.8 for 1937 and 69.2 for 1933.

In the food group sales improved 2 per cent and were valued at \$23,816,000 compared with \$23,288,000 in 1938. The index for this group stands at 96.0 for 1939, 93.9 for 1938, 94.9 for 1937 and 75.5 for 1933. Sales of country general stores in 1939 were down 4 per cent from the previous year. The automotive group also recorded a decline in sales of 4 per cent; this drop was largely due to a decline in sales of motor vehicle dealers of 8 per cent. Filling station sales were up 4 per cent and garage sales, 12 per cent. The general merchandise group (including department stores, dry goods stores, general merchandise stores and variety stores) registered an increase in sales value of 11 per cent over 1938. The apparel group (including men's and boys' clothing and furnishings stores, women's apparel and accessory stores, family

clothing stores and shoe stores) reported sales up 6 per cent; the building materials group (including hardware stores, building material dealers and electrical and paint shops) was up by 5 per cent while the sales of the furniture and household group (including furniture stores, household appliance stores, other home furnishings stores and radio and music stores) were up 7 per cent. Sales of restaurants, cafeterias and eating places advanced 10 per cent, book store sales were up 3 per cent, coal and wood yards were up 11 per cent, drug stores up 5 per cent, and jewellery stores up 17 per cent.

Office appliance store sales gained 9 per cent over 1938, tobacco stores and stands 10 per cent, and government liquor stores, 17 per cent. Farmers' supply stores reported a decline in sales of 3 per cent from the previous year.

New Brunswick

Sales of retail stores in New Brunswick were 4 per cent higher in 1939 than in the previous year, amounting to \$74,276,000 in value compared with \$71,637,000 in 1938. The index of sales stands at 88.0 for 1939, 84.8 for 1938, 90.9 for 1937 and 62.1 for 1933.

Retail sales of the stores comprising the food group amounted to \$13,159,000 or 2 per cent above the value of the 1938 sales. The index for the group as a whole stands at 87.8 for 1939, compared with 85.8 for 1938. Country general store sales were practically unchanged from 1938 but the general merchandise group (including department stores, dry goods stores, general merchandise stores and variety stores) did 8 per cent more business than in 1938. Sales in the automotive group, which declined 11 per cent in 1938 from 1937, recovered 2 per cent in 1939 over 1938. The index of this group stands at 110.3, well above the 1930 level. Sales of the apparel group gained 4 per cent in 1939 over 1938 and all lines in the group shared in the general improvement excepting shoe stores which reported a decline of 1 per cent. Sales of the building materials group were up 9 per cent while sales in the furniture and household group were off 1 per cent from the previous year.

Among other lines of trade whose sales recorded increases from 1938 were restaurants, cafeterias and eating places, 8 per cent; coal and wood yards, 6 per cent; drug stores, 4 per cent; jewellery stores, 12 per cent; and tobacco stores and stands, 5 per cent. Kinds of business reporting decreased sales were, book stores, 8 per cent and office, school and store supply and equipment dealers, 5 per cent. Sales of farmers' supply stores were unchanged from the previous year.

Scope of Report

The figures for 1930 given in this report are taken from the results of the Census of Merchandising and Service Establishments which was taken in connection with the Decennial Census of 1931. Indexes of sales for years 1931 to 1939 have been computed from annual surveys of retail trade for which returns are received from all chain store companies and from a representative number of independent stores. Including chains and independents, reports were secured from 2,640 stores in the Maritime Provinces and it is estimated that these transacted 70 per cent of the total retail trade of this division. The indexes of sales computed from returns from these reporting firms have been applied to the total sales figures for 1930 in order to give the most accurate estimate possible of the total retail trade in later years. It should, therefore, be understood that the sales figures given in this report for years subsequent to 1930 are estimates of the total trade and do not relate to the business of only those stores included in the sample covered each year.

It should also be clearly understood that all retail sales figures given in this report relate to stores grouped according to kind of business and not to commodity sales. Grocery stores sell a number of lines of goods in addition to strictly grocery items. On the other hand, groceries are sold in many kinds of stores in addition to those units classified as grocery stores.

Table 1.--Total Net Sales and Sales Indexes, for Kinds of Business Groups and Selected Kinds of Business

Kind of Business	1930		Total Net Sales \$	Estimated Sales(2)		Indexes of Retail Sales (1930 = 100)										% of Change, 1939/8
	Number(1) of Stores	1930		1938	1939	1930	1931	1932	1933	1934	1935	1936	1937	1938	1939	
Total, All Stores	11,749	197,665,500	178,578,000	184,571,000	100.0	71.3	65.8	73.3	77.3	84.3	95.0	90.3	93.4	+ 3.4		
Food Group	5,071	41,924,100	38,060,000	38,905,000	100.0	80.3	74.8	79.1	81.8	85.1	92.1	90.8	92.8	+ 2.2		
Country General Stores	1,736	30,002,900	27,236,000	26,752,000	100.0	72.0	69.6	77.7	80.3	86.5	93.5	90.8	89.2	+ 1.8		
General Merchandise Group	255	32,423,100	27,398,000	29,843,000	100.0	69.9	67.2	73.6	76.5	83.3	91.2	84.5	92.0	+ 8.9		
Automotive Group	1,038	29,912,900	32,185,000	31,870,000	100.0	56.6	50.0	64.7	78.7	95.1	118.3	107.6	106.5	+ 1.0		
Apparel Group	819	16,813,400	13,445,000	14,148,000	100.0	69.5	66.0	71.8	73.3	77.3	85.5	80.0	84.1	+ 5.2		
Building Materials Group	288	8,301,600	6,926,000	7,362,000	100.0	60.9	53.7	66.5	66.4	75.5	89.2	83.4	88.7	+ 6.3		
Furniture and Household Group	246	6,379,100	4,627,000	4,845,000	100.0	58.0	49.7	62.1	63.9	71.5	82.5	73.5	76.0	+ 3.4		
Restaurants, Cafeterias & Eating Places	414	2,820,700	2,481,000	2,706,000	100.0	70.3	66.5	71.1	75.2	80.7	88.6	88.0	95.9	+ 9.1		
Other Retail Stores	1,813	22,288,000	17,950,000	18,942,000	100.0	77.2	69.8	74.1	73.5	75.7	82.4	80.5	85.0	+ 5.5		
Government Liquor Stores	69	6,799,700	5,210,000	5,198,000	100.0	96.2	73.0	76.5	83.8	95.9	120.3	120.7	135.3	+ 12.0		
Grocery and combination stores	3,327	33,515,700	31,201,000	31,866,000	100.0	81.9	76.9	81.6	84.5	87.8	94.9	93.1	95.1	+ 2.1		
Meat markets (includes fish markets)	374	2,826,400	2,041,000	2,074,000	100.0	66.1	59.2	59.3	62.4	65.5	69.5	72.2	73.4	+ 1.6		
Department stores	20	24,212,700	18,627,000	19,825,000	100.0	67.1	65.7	71.0	72.6	77.6	84.7	76.9	81.9	+ 6.4		
Motor vehicle dealers	235	22,409,500	24,106,000	23,493,000	100.0	47.8	42.1	59.4	75.5	95.9	122.8	107.6	104.8	+ 2.5		
Filling stations(3)	440	3,803,000	5,028,000	5,145,000	100.0	99.0	88.6	100.2	110.8	114.4	127.2	132.2	135.3	+ 2.3		
Men's and boys' clothing and furnish- ing stores (includes custom tailors)	340	5,505,900	4,391,000	4,708,000	100.0	64.5	63.2	70.1	72.3	77.1	86.1	79.8	85.5	+ 7.2		
Women's apparel & accessories stores	233	3,259,300	2,052,000	2,129,000	100.0	69.3	58.6	61.5	60.4	61.7	66.4	63.0	65.3	+ 3.8		
Shoe stores	115	2,467,800	1,965,000	1,974,000	100.0	68.9	68.6	71.7	73.1	74.7	81.1	79.6	80.0	+ 0.5		
Hardware stores	134	4,081,900	3,625,000	3,835,000	100.0	65.3	59.3	69.6	72.8	81.2	94.5	88.8	94.0	+ 5.8		
Lumber and building material dealers	37	2,521,300	1,706,000	1,845,000	100.0	51.8	44.6	53.0	54.1	63.3	77.6	67.7	73.2	+ 8.1		
Furniture stores	76	3,405,100	2,799,000	2,965,000	100.0	63.6	56.4	68.5	70.6	80.4	93.8	82.2	87.1	+ 5.9		
Radio and music stores	76	1,787,200	655,000	736,000	100.0	47.6	38.4	42.3	40.5	40.9	42.3	36.6	41.2	+ 12.4		
Coal and wood yards	120	6,494,100	4,916,000	5,380,000	100.0	85.2	80.0	82.2	78.1	75.7	77.5	75.7	82.8	+ 2.4		
Drug stores	282	5,699,100	5,123,000	5,343,000	100.0	83.5	73.7	77.2	79.3	83.1	92.5	89.9	93.8	+ 4.3		

- (1) The number of stores is shown only for 1930. Total sales figures for later years are estimated upon the basis of returns from a sample number of firms. The total number of stores in operation in these later years is not known.
- (2) In some instances, figures for years subsequent to 1930 have been revised.
- (3) Sales figures for filling stations for years subsequent to 1930 have been estimated from data on gasoline consumption and retail prices.

MARITIME PROVINCES - RETAIL MERCHANDISE TRADE, 1939

Table 2.--Number of Chains, Chain Stores, Total Chain Store Sales and Percentages of Chain Store Sales to Total Sales, by Years

	1930	1933	1938	1939
ALL STORES, TOTAL -				
Chains	66	64	68	68
Stores (maximum)	407	481	518	518
Chain sales	\$ 24,800,700	\$ 19,647,700	\$ 31,375,200	\$ 33,428,400
Total sales	\$197,665,500	\$130,119,000	\$178,578,000	\$184,571,000
%, chains to total	12.5	15.1	17.6	18.1
Grocery and Combination Stores -				
Chains	12	17	15	15
Stores (maximum)	98	156	132	133
Chain sales	\$ 4,664,500	\$ 5,474,600	\$ 6,045,800	\$ 6,396,300
Total sales	\$ 33,515,700	\$ 25,779,000	\$ 31,201,000	\$ 31,866,000
%, chains to total	13.9	21.2	19.4	20.1
Variety Stores -				
Chains	3	3	6	7
Stores (maximum)	24	24	48	52
Chain sales	\$ 3,398,400	\$ 2,720,300	\$ 4,919,400	\$ 6,067,800
Total sales	\$ 3,655,600	\$ 2,937,000	\$ 5,138,000	\$ 6,293,000
%, chains to total	93.0	92.6	95.7	96.4
Drug Stores -				
Chains	4	4	3	3
Stores (maximum)	23	25	23	23
Chain sales	\$ 793,100	\$ 638,000	\$ 722,800	\$ 748,300
Total sales	\$ 5,699,100	\$ 4,198,000	\$ 5,123,000	\$ 5,343,000
%, chains to total	13.9	15.2	14.1	14.0

Table 3.--Comparison of Total Sales and Chain Store Sales, by Provinces

	1930	1933	1938	1939
Maritime Provinces -				
Chains	66	64	68	68
Stores (maximum)	407	481	518	518
Chain sales	\$ 24,800,700	\$ 19,647,700	\$ 31,375,200	\$ 33,428,400
Total sales	\$197,665,500	\$130,119,000	\$178,578,000	\$184,571,000
%, chains to total	12.5	15.1	17.6	18.1
Prince Edward Island -				
Chains	7	5	8	9
Stores (maximum)	12	8	9	9
Chain sales	\$ 678,700	\$ 350,900	\$ 508,100	\$ 537,400
Total sales	\$ 13,773,700	\$ 8,905,000	\$ 11,122,000	\$ 11,431,000
%, chains to total	4.9	3.9	4.6	4.7
Nova Scotia -				
Chains	48	50	49	49
Stores (maximum)	227	283	293	290
Chain sales	\$ 12,163,300	\$ 11,715,500	\$ 18,148,300	\$ 19,580,000
Total sales	\$ 99,519,900	\$ 68,839,000	\$ 95,819,000	\$ 98,864,000
%, chains to total	12.2	17.0	18.9	19.8
New Brunswick -				
Chains	42	41	46	46
Stores (maximum)	168	190	216	219
Chain sales	\$ 11,958,700	\$ 7,581,300	\$ 12,718,800	\$ 13,311,000
Total sales	\$ 84,371,900	\$ 52,375,000	\$ 71,637,000	\$ 74,276,000
%, chains to total	14.2	14.5	17.8	17.9

Note:--In some instances, figures for years subsequent to 1930 have been revised.

Table 4.--PRINCE EDWARD ISLAND - Total Net Sales and Sales Indexes, by Kinds of Business

Kind of Business	1930		Estimated Sales(2)		Indexes of Retail Sales (1930 = 100)											% of Change, 1939/8
	Number(1) of Stores	Total Net Sales	1938	1939	1930	1932	1933	1934	1935	1936	1937	1938	1939			
Total, All Stores	851	13,773,700	11,122,000	11,431,000	100.0	67.4	64.7	70.3	71.9	82.4	85.3	80.7	83.0	+ 2.8		
Food Group	316	2,132,100	1,915,000	1,930,000	100.0	83.0	75.7	82.8	86.3	90.6	92.4	89.8	90.5	+ 0.8		
Grocery and combination stores	224	1,647,600	1,612,000	1,614,000	100.0	89.0	81.8	91.0	93.4	98.8	101.0	97.8	98.0	+ 0.1		
Meat markets (includes fish markets) ..	48	328,400	158,000	165,000	100.0	54.5	46.9	44.5	53.0	52.7	48.4	48.1	50.2	+ 4.4		
Country General Stores	168	3,253,200	2,729,000	2,748,000	100.0	67.1	67.0	70.8	70.7	85.0	83.8	83.9	84.5	+ 0.7		
General Merchandise Group	8	2,304,900	1,889,000	1,927,000	100.0	66.5	65.3	69.2	72.2	84.9	86.1	82.0	83.6	+ 2.0		
Automotive Group	76	1,960,700	1,472,000	1,625,000	100.0	52.4	47.6	54.5	59.6	75.7	87.8	75.1	82.9	+10.4		
Motor vehicle dealers	21	1,608,800	1,128,000	1,250,000	100.0	45.5	40.7	49.6	55.8	73.5	86.0	70.1	77.7	+10.8		
Filling stations(3)	23	165,400	184,000	202,000	100.0	91.9	88.3	91.9	86.5	97.9	107.6	111.2	122.1	+ 9.8		
Apparel Group	52	1,298,600	1,115,000	1,175,000	100.0	71.5	75.0	77.6	77.2	84.5	90.3	85.9	90.5	+ 5.4		
Men's and boys' clothing and furnishings (includes custom tailors)	33	248,300	246,000	259,000	100.0	77.3	72.5	74.9	74.9	85.8	102.7	99.1	104.3	+ 5.3		
Family clothing stores	6	797,500	654,000	695,000	100.0	64.6	73.6	78.0	77.5	84.1	86.6	82.0	87.1	+ 6.3		
Shoe stores	5	194,200	167,000	166,000	100.0	89.6	83.9	81.9	80.3	87.5	92.7	86.0	85.5	- 0.6		
Building Materials Group	11	429,600	283,000	259,000	100.0	56.3	50.5	60.3	61.2	70.8	67.7	65.9	60.3	- 8.5		
Furniture and Household Group	13	406,200	376,000	397,000	100.0	58.3	52.9	76.1	79.8	89.9	105.4	92.6	97.7	+ 5.6		
Restaurants, Cafeterias and Eating Places	19	141,900	98,000	112,000	100.0	69.8	66.9	64.8	68.4	73.3	81.0	69.1	78.9	+14.3		
Other Retail Stores	188	1,846,500	1,245,000	1,258,000	100.0	68.7	63.5	69.5	67.2	72.7	72.6	67.4	68.1	+ 1.0		
Farmers' supply stores	16	434,300	173,000	109,000	100.0	43.5	41.4	55.5	54.8	64.5	49.3	39.8	25.1	-37.0		
Coal and wood yards	7	477,700	357,000	403,000	100.0	81.2	73.3	78.5	73.5	73.3	77.9	74.7	84.4	+12.9		
Drug stores	20	352,600	291,000	298,000	100.0	76.0	73.2	74.6	73.7	77.7	83.9	82.5	84.5	+ 2.4		
Jewellery stores	9	97,600	73,000	80,000	100.0	61.5	53.3	57.4	58.4	71.7	70.7	74.8	82.0	+ 9.6		

(1) The number of stores is shown only for 1930. Total sales figures for later years are estimated upon the basis of returns from a sample number of firms. The total number of stores in operation in these later years is not known.

(2) In some instances, figures for years subsequent to 1930 have been revised.

(3) Sales figures for filling stations for years subsequent to 1930 have been estimated from data on gasoline consumption and retail prices.

Note:--Group totals may include figures for classifications not separately shown.

Table 5.--NOVA SCOTIA - Total Net Sales and Sales Indexes, by Kinds of Business

Kind of Business	1930		Estimated Sales(2)		Indexes of Retail Sales (1930 = 100)										% of Change, 1939/8.
	Number(1) of Stores	Total Net Sales \$	1938 \$	1939 \$	1930	1932	1933	1934	1935	1936	1937	1938	1939		
					100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
Total, All Stores	6,464	99,519,900	95,819,000	98,864,000	100.0	75.1	69.2	77.2	81.6	88.7	99.8	96.3	99.3	+ 3.2	
Food Group	2,937	24,809,500	23,288,000	23,816,000	100.0	81.0	75.5	80.5	83.6	87.2	94.9	93.9	96.0	+ 2.3	
Candy and confectionery stores	541	2,209,300	1,753,000	1,821,000	100.0	75.7	66.6	73.7	72.2	73.9	82.7	79.3	82.4	+ 3.9	
Grocery and combination stores	1,889	19,674,000	19,093,000	19,494,000	100.0	82.6	78.0	83.6	86.8	90.5	98.2	97.0	99.1	+ 2.1	
Meat markets (includes fish markets) ...	209	1,574,900	1,210,000	1,263,000	100.0	72.0	61.4	59.3	63.4	67.5	74.0	76.8	80.2	+ 4.4	
Country General Stores	862	14,513,500	13,088,000	12,551,000	100.0	74.4	70.1	78.1	81.7	86.2	92.0	90.2	86.5	- 4.1	
General Merchandise Group	149	11,438,300	12,309,000	13,699,000	100.0	78.3	75.0	85.0	88.3	98.8	111.7	107.6	119.8	+11.3	
Variety stores	22	1,990,400	2,726,000	3,478,000	100.0	86.6	81.5	91.8	100.2	117.3	132.7	137.0	174.7	+27.6	
Automotive Group	511	16,254,400	18,100,000	17,337,000	100.0	60.3	54.6	69.3	82.5	98.6	119.7	111.4	106.7	- 4.2	
Motor vehicle dealers	101	11,829,800	13,451,000	12,402,000	100.0	51.4	46.0	63.2	78.4	100.0	126.8	113.7	104.8	- 7.8	
Filling stations(3)	229	2,148,300	3,005,000	3,137,000	100.0	107.2	99.5	113.5	126.6	125.4	130.9	139.9	146.0	+ 4.4	
Garages	160	1,853,500	1,347,000	1,506,000	100.0	63.5	56.8	60.2	63.2	66.4	73.3	72.7	81.3	+11.8	
Apparel Group	460	9,141,500	7,409,000	7,851,000	100.0	68.7	66.1	73.2	74.3	77.2	86.4	81.0	85.9	+ 6.0	
Men's and boys' clothing and furnishings (includes custom tailors)	193	3,398,700	2,803,000	3,047,000	100.0	65.5	64.3	71.5	73.2	77.9	88.5	82.5	89.7	+ 8.7	
Family clothing stores ..	70	2,491,900	2,383,000	2,526,000	100.0	80.3	74.3	83.1	85.6	89.7	103.2	95.6	101.4	+ 6.0	
Women's apparel and accessories stores .	125	1,859,100	1,180,000	1,220,000	100.0	65.6	57.9	63.8	63.2	63.6	67.4	63.5	65.6	+ 3.4	
Shoe stores	72	1,391,800	1,043,000	1,058,000	100.0	60.0	66.7	72.1	71.6	71.1	76.4	74.9	76.0	+ 1.4	
Building Materials Group	162	4,513,000	3,717,000	3,907,000	100.0	62.2	54.5	63.5	66.0	75.7	86.5	82.4	86.6	+ 5.1	
Hardware stores	83	2,443,500	2,152,000	2,214,000	100.0	63.1	58.4	69.7	73.1	80.1	93.5	88.1	90.6	+ 2.9	
Lumber and building material dealers ...	21	1,446,100	1,060,000	1,181,000	100.0	60.4	48.3	53.6	56.3	69.3	80.1	73.3	81.7	+11.4	

(1), (2) and (3): See footnotes on Page 8.

Table 5.--NOVA SCOTIA - Total Net Sales and Sales Indexes, by Kinds of Business-(Cont.)

Kind of Business	1930		Indexes of Retail Sales (1930 = 100)										% of Change, 1939/8	
	Number(1) of Stores	Total Net Sales \$	Estimated Sales(2)		1930	1932	1933	1934	1935	1936	1937	1938		1939
			1938 \$	1939 \$										
Furniture and Household Group	146	3,380,600	2,326,000	2,477,000	100.0	61.0	53.5	62.4	62.1	66.9	77.3	68.8	73.3	+ 6.5
Furniture stores	40	1,461,600	1,208,000	1,308,000	100.0	70.5	64.2	72.8	71.6	78.0	94.1	82.6	89.5	+ 8.3
Radio and music stores	51	1,242,800	465,000	532,000	100.0	48.6	41.9	45.1	43.0	44.3	44.5	37.4	42.8	+14.4
Restaurants, Cafeterias and Eating Places	221	1,474,500	1,317,000	1,445,000	100.0	70.4	66.6	71.1	75.4	81.5	88.8	89.3	98.0	+ 9.7
Other Retail Stores(4)	984	11,996,500	9,580,000	10,298,000	100.0	75.8	69.8	74.0	73.9	75.0	81.9	79.9	85.8	+ 7.5
Farmers' supply stores	56	897,000	803,000	783,000	100.0	68.2	63.0	75.3	79.4	80.2	91.8	89.5	87.3	- 2.5
Book stores	21	317,900	377,000	390,000	100.0	74.2	73.6	86.2	95.9	103.2	117.6	118.6	122.7	+ 3.4
Coal and wood yards	60	3,590,300	2,732,000	3,035,000	100.0	86.5	83.7	84.7	80.3	77.3	79.0	76.1	84.5	+11.1
Drug stores	147	3,015,500	2,436,000	2,560,000	100.0	76.0	68.5	72.5	75.1	77.2	84.3	80.8	84.9	+ 5.1
Jewellery stores	63	942,900	625,000	733,000	100.0	63.1	55.7	59.9	63.1	65.2	70.3	66.3	77.7	+17.3
Office, school and store supplies and equipment dealers	17	606,300	457,000	497,000	100.0	51.5	44.9	54.4	59.7	63.0	78.3	75.4	82.0	+ 8.8
Tobacco stores and stands	51	823,800	588,000	644,000	100.0	72.2	59.8	63.0	61.1	63.6	69.7	71.4	78.2	+ 9.5
Miscellaneous kinds of business (includes secondhand stores)	551	1,636,900	1,437,000	1,529,000	100.0	73.4	66.3	71.1	67.7	73.6	86.1	87.8	93.4	+ 6.4
Government liquor stores	32	1,998,100	4,685,000	5,483,000	100.0	188.5	140.6	146.1	166.1	191.7	232.6	234.5	274.4	+17.0

(1) The number of stores is shown only for 1930. Total sales figures for later years are estimated upon the basis of returns from a sample number of firms. The total number of stores in operation in these later years is not known.

(2) In some instances, figures for years subsequent to 1930 have been revised.

(3) Sales figures for filling stations for years subsequent to 1930 have been estimated from data on gasoline consumption and retail prices.

(4) Government liquor stores not included.

Note:--Group totals may include figures for classifications not separately shown.

Table 6.--NEW BRUNSWICK - Total Net Sales and Sales Indexes, by Kinds of Business

Kind of Business	1930		Estimated Sales(2)		Indexes of Retail Sales (1930 = 100)										% of Change, 1939/8
	Number(1) of Stores	Total Net Sales	1938	1939	1930	1932	1933	1934	1935	1936	1937	1938	1939		
Total, All Stores	4,434	\$ 84,371,900	\$ 71,637,000	\$ 74,276,000	100.0	67.6	62.1	69.1	73.1	79.4	90.9	84.9	88.0	+ 3.7	
Food Group	1,818	14,982,500	12,857,000	13,159,000	100.0	78.8	73.6	76.2	78.3	80.7	87.5	85.8	87.8	+ 2.3	
Candy and confectionery stores	236	975,500	899,000	965,000	100.0	83.1	77.0	77.3	76.5	77.8	88.8	92.2	98.9	+ 7.3	
Grocery and combination stores	1,214	12,194,100	10,496,000	10,758,000	100.0	79.9	74.5	77.2	79.6	81.9	88.7	86.1	88.2	+ 2.5	
Meat markets (includes fish markets) ...	117	923,100	673,000	646,000	100.0	60.1	59.9	64.6	64.0	66.7	69.3	72.9	70.0	- 4.0	
Country General Stores	706	12,236,200	11,419,000	11,453,000	100.0	70.4	69.7	79.0	81.3	87.3	97.9	93.3	93.6	+ 0.3	
General Merchandise Group	98	18,679,900	13,200,000	14,217,000	100.0	65.1	62.6	67.3	69.7	73.6	79.3	70.7	76.1	+ 7.7	
Automotive Group	451	11,697,800	12,613,000	12,908,000	100.0	52.0	44.0	60.1	76.5	93.5	121.4	107.8	110.3	+ 2.3	
Motor vehicle dealers	113	8,970,900	9,527,000	9,841,000	100.0	43.5	37.2	56.3	75.2	94.4	124.1	106.2	109.7	+ 3.3	
Filling stations(3)	188	1,489,300	1,839,000	1,806,000	100.0	87.9	72.8	81.9	90.7	100.4	124.0	123.5	121.3	- 1.8	
Garages	136	1,108,400	1,161,000	1,177,000	100.0	72.1	58.8	62.3	71.0	80.8	102.2	104.7	106.2	+ 1.4	
Apparel Group	307	6,373,300	4,921,000	5,122,000	100.0	70.3	64.1	68.6	71.1	76.0	83.2	77.2	80.4	+ 4.1	
Men's and boys' clothing and furnishings (includes custom tailors)	114	1,858,900	1,342,000	1,402,000	100.0	61.0	59.9	66.8	72.0	74.3	79.5	72.2	75.4	+ 4.5	
Family clothing stores	54	2,291,000	2,000,000	2,116,000	100.0	72.6	69.0	76.1	78.2	87.1	96.2	87.3	92.4	+ 5.8	
Women's apparel and accessories stores .	100	1,341,600	824,000	854,000	100.0	74.0	58.9	58.1	56.1	58.6	64.5	61.4	63.7	+ 3.6	
Shoe stores	39	881,800	755,000	750,000	100.0	78.4	68.4	68.8	73.8	77.6	86.1	85.6	85.1	- 0.7	
Building Materials Group	115	3,359,000	2,926,000	3,196,000	100.0	59.8	53.0	66.5	67.7	75.8	95.7	87.1	95.1	+ 9.2	
Hardware stores	47	1,553,100	1,424,000	1,571,000	100.0	69.5	61.5	70.7	73.9	84.3	98.2	91.7	101.2	+10.3	
Lumber and building material dealers ...	13	830,800	488,000	536,000	100.0	37.9	38.6	50.6	48.3	51.4	75.8	58.7	64.5	+ 9.8	

(1), (2) and (3): See footnotes on Page 10.

Table 6.--NEW BRUNSWICK - Total Net Sales and Sales Indexes, by Kinds of Business--(Cont.)

Kind of Business	1930		Indexes of Retail Sales (1930 = 100)										% of Change, 1939/8	
	Number(1) of Stores	Total Net Sales \$	Estimated Sales(2)		1930	1932	1933	1934	1935	1936	1937	1938		1939
			1938	1939										
Furniture and Household Group	87	2,592,300	1,985,000	1,971,000	100.0	53.9	44.2	59.6	63.8	74.5	85.8	76.6	76.0	- 0.7
Furniture stores	35	1,678,000	1,299,000	1,347,000	100.0	57.9	49.3	61.3	66.2	78.2	88.4	77.4	80.3	+ 3.7
Radio and music stores	22	460,600	155,000	164,000	100.0	44.9	28.7	35.0	32.8	31.0	34.7	33.7	35.6	+ 5.8
Restaurants, Cafeterias and Eating Places	174	1,204,300	1,066,000	1,149,000	100.0	70.2	66.4	71.7	75.6	80.5	89.2	88.5	95.4	+ 7.8
Other Retail Stores(4)	641	8,445,000	7,125,000	7,386,000	100.0	81.1	71.3	75.3	74.3	77.4	85.3	84.4	87.5	+ 3.7
Farmers' supply stores	40	759,100	690,000	690,000	100.0	72.7	68.8	76.8	75.1	76.4	88.4	90.9	90.9	0.0
Book stores	15	350,500	276,000	253,000	100.0	63.9	59.9	64.2	67.0	71.3	79.6	78.7	72.2	- 8.3
Coal and wood yards	53	2,426,100	1,827,000	1,942,000	100.0	84.0	75.9	79.2	75.7	73.8	75.2	75.3	80.1	+ 6.3
Drug stores	115	2,331,000	2,396,000	2,485,000	100.0	94.3	80.4	83.8	85.6	91.5	104.2	102.8	106.6	+ 3.7
Jewellery stores	37	502,900	413,000	463,000	100.0	64.2	56.3	65.2	68.8	75.4	81.3	82.1	92.1	+12.1
Office, school and store supplies and equipment dealers	11	297,600	245,000	232,000	100.0	43.0	39.3	52.4	56.1	65.2	85.0	82.3	78.0	- 5.3
Tobacco stores and stands	43	608,500	443,000	467,000	100.0	87.1	74.8	70.2	66.2	70.7	74.9	72.8	76.7	+ 5.4
Miscellaneous kinds of business (includes secondhand stores)	310	967,000	692,000	709,000	100.0	69.6	60.0	64.8	60.9	66.9	77.1	71.6	73.3	+ 2.5
Government liquor stores	37	4,801,600	3,525,000	3,715,000	100.0	57.8	44.9	47.5	49.5	56.0	73.6	73.4	77.4	+ 5.4

(1) The number of stores is shown only for 1930. Total sales figures for later years are estimated upon the basis of returns from a sample number of firms. The total number of stores in operation in these later years is not known.

(2) In some instances, figures for years subsequent to 1930 have been revised.

(3) Sales figures for filling stations for years subsequent to 1930 have been estimated from data on gasoline consumption and retail prices.

(4) Government liquor stores not included.

Note:--Group totals may include figures for classifications not separately shown.

63-D-27

MERCHANDISING FILE "R"
DEPT. OF POLITICAL SCIENCE
UNIVERSITY OF TORONTO

CANADA
DOMINION BUREAU OF STATISTICS
CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS

RETAIL MERCHANDISE TRADE
IN THE
MARITIME PROVINCES
CALENDAR YEAR
1940

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Published by Authority of the Hon. James A. MacKinnon, M.P.,
Minister of Trade and Commerce.

+ + +

OTTAWA

1941

Price 10 cents

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Minister of Trade and Commerce

DEPARTMENT OF TRADE AND COMMERCE
DOMINION BUREAU OF STATISTICS
INTERNAL TRADE BRANCH
OTTAWA, CANADA

Dominion Statistician:	R. H. Coats, LL.D., F.R.S.C., F.S.S. (Hon.)
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Statistician:	A. C. Steedman, B.A.

CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS

Retail Merchandise Trade in the Maritime Provinces, 1940

The marked expansion in consumer purchasing which has taken place in the Maritime Provinces since the beginning of the war is reflected in retail trade statistics for the year 1940. Sales for the three Maritime Provinces for that year are estimated at \$217,077,000, up 18 per cent over 1939 and 10 per cent above the volume of business transacted in 1930, the first year for which comparable sales figures are available. Indexes of sales on the base 1930 equals 100 stand at 109.8 for 1940, 93.4 for 1939, 90.3 for 1938, compared with 65.8 for 1933.

Nova Scotia lead in point of view of increased sales with a 20 per cent gain over 1939. New Brunswick came second with an increase of 16 per cent, while a much smaller increase of 5 per cent was recorded in Prince Edward Island.

The increase in retail purchasing extended to all lines of trade, with gains for stores specializing in furniture or house furnishings and equipment exceeding those for other types of business. Furniture stores transacted 31 per cent more dollar business in 1940 than in 1939, while stores specializing in radios or musical instruments recorded an advance of 27 per cent. Anticipation of higher prices resulting from new taxation schedules put into effect towards the close of the year, was a stimulating factor affecting the business of these stores. The apparel group of retail establishments also registered marked increases. Men's and boys' clothing stores increased their sales by 27 per cent, while an only slightly smaller increase of 25 per cent was registered by stores specializing in the sale of women's clothing or apparel. Motor vehicle dealers increased their aggregate business by 16 per cent, this increase being based on the aggregate business of all firms engaged in the sale of motor vehicles and including not only receipts from the sale of motor vehicles, but also receipts from subsidiary activities such as the sale of gas and oil and receipts from repairs or services performed. Excluding deliveries to the government for war purposes, there were 10,941 new motor vehicles sold in the Maritime Provinces for \$12,090,211 in 1940, up 17 per cent in number and 22 per cent in value over the preceding year. Included in these totals are 7,899 new passenger cars which sold for \$8,692,036, gains of 13 per cent in number and 19 per cent in value over 1939. There were also 3,042 new commercial models which sold for \$3,398,175, up 28 per cent in number and 33 per cent in value over the preceding year. Department stores in the Maritime Provinces gained 20 per cent in 1940 over 1939, while increases for some other trades were 12 per cent for grocery and combination stores, 15 per cent for meat markets, 15 per cent for hardware stores, 16 per cent for coal and wood yards and 15 per cent for drug stores.

Chain Stores

There were 65 chain store companies which operated a total of 506 stores in the Maritime Provinces in 1940. These stores had sales of \$41,967,000, or 19.3 per cent of the total business of all retail establishments, including both chains and independents. In 1939 there were 68 chain companies with 518 stores and these transacted 18.1 per cent of the total retail trade, while ratios of chain to total sales for earlier years stands at 17.6 per cent for 1938, 16.4 per cent for 1937 and 12.5 per cent for 1930.

Included in the total figures mentioned above are 12 chains specializing in grocery or meat products and these operated 115 stores with sales of \$6,539,800, or 18.3 per cent of the total business of all stores specializing in the sale of groceries or groceries and meats. Seven variety chains operated 53 stores with \$7,858,800 sales, while 3 drug chain companies had 23 stores with sales of \$857,000 or 14 per cent of the

total business of all drug stores.

The proportion of retail trade transacted by chains is considerably smaller in Prince Edward Island than in any other province of the country. In 1940 there were only 10 chain companies in Prince Edward Island and each of these operated only one store in that province. The aggregate sales of the 10 stores amounted to \$554,800, or 4.6 per cent of the total retail trade. In Nova Scotia there were 49 chain companies with 284 stores and \$118,660,000 sales, an amount which formed 20.9 per cent of the total retail trade of the province. New Brunswick had 45 chain companies with 212 chain stores and these transacted business to the value of \$16,588,900, or 19.2 per cent of the total retail business of this province.

Prince Edward Island

Retail sales in Prince Edward Island are estimated at \$12,018,000 for 1940, up 5 per cent over the preceding year, but still 13 per cent below the level of 1930, indexes of sales on the 1930 base standing at 87.3 for 1940, 83.0 for 1939, 80.7 for 1938 compared with 64.7 for 1933.

Conforming with results for other sections of the country, the furniture and household group of stores led in point of view of increased business, sales for this group as a whole standing 30 per cent above the level of 1939. The apparel group of stores increased their business by 11 per cent, country general store sales gained 4 per cent and drug store sales were up 5 per cent. The general merchandise group, consisting chiefly of department stores and variety stores, increased their business 4 per cent, while a decrease of one per cent was recorded by grocery and combination stores.

Nova Scotia

The marked increase which has characterized retail buying in Nova Scotia since the beginning of the war was continued throughout 1940 with estimated annual sales of \$118,660,000 standing 20 per cent above 1939 and 19 per cent higher than the volume of business recorded for 1930, the first year for which figures are available. Indexes of sales on the 1930 base stand at 119.2 for 1940, 99.3 for 1939, 96.3 for 1938, and 69.2 for 1933.

With the exception of country general stores, whose sales were only 4 per cent higher in 1940 than in 1939, increases of major proportions were recorded by all classes of retail business. Higher purchasing power and, in some instances, anticipation of further price movements were stimulating factors affecting the retail trade of this province. The furniture and household group of stores increased their business by 28 per cent in the year under review, gains of 33 per cent for furniture stores and 27 per cent for stores specializing in radios and musical instruments being recorded. The apparel group of stores also registered a marked increase of 25 per cent, results for individual classifications within this group reflecting increases of 34 per cent for stores specializing in men's clothing or furnishings, 17 per cent for family clothing stores, 27 per cent for women's apparel stores and 18 per cent for shoe stores.

The general merchandise group of establishments, consisting chiefly of department stores and variety stores, transacted 30 per cent more business in 1940 than in the preceding year, the gain for variety stores alone amounting to 34 per cent. Sales of grocery and combination stores (stores selling both groceries and meats) are estimated at \$22,087,000 for 1940, an increase of 13 per cent over the preceding year, while meat market sales increased 16 per cent in the same period. Total sales of motor vehicle dealers are estimated at \$14,200,000 for 1940, an increase of 15 per cent over the \$12,402,000 recorded for 1939. Hardware store sales were up 18 per cent; restaurants, cafeterias and other public eating places increased their business 33 per cent; drug store sales advanced 17 per cent, while a pronounced increase of 53 per cent was recorded in the results for jewellery stores.

New Brunswick

A 16 per cent increase in retail trading took place in New Brunswick between 1939 and 1940, estimated sales of \$74,276,000 for the earlier year comparing with \$86,399,000 for the year under review. Indexes of sales on the 1930 base for this province stand at 102.4 for 1940, 88.0 for 1939, 84.9 for 1938, compared with 62.1 for 1933.

Conforming with the trend in most other sections of the country, increases in the sale of household furniture, equipment and supplies exceeded those for other commodities. Furniture stores in New Brunswick transacted 29 per cent more business in 1940 than in the preceding year, while the gain for stores specializing in radios and musical instruments was even greater at 32 per cent. The apparel group of stores transacted 16 per cent more business in 1940 than in the preceding year, results for individual trades within the group reflecting increases of 12 per cent for men's clothing stores, 18 per cent for family clothing stores, 23 per cent for women's apparel stores and 14 per cent for shoe stores.

The general merchandise group of stores, consisting chiefly of department stores and variety stores, registered an increase of 15 per cent, while country general store sales estimated at \$12,816,000 for 1940 were 12 per cent higher than in 1939.

Total sales of motor vehicle dealers are estimated at \$11,780,000, up 20 per cent over the preceding year, while increases for some other important lines of retail trade include the following: 11 per cent for grocery and combination stores, 15 per cent for meat markets, 11 per cent for hardware stores, 13 per cent for drug stores and a major gain of 43 per cent for jewellery stores.

Scope of Report

The figures for 1930 given in this report are taken from the results of the Census of Merchandising and Service Establishments which was taken in connection with the Decennial Census of 1931. Indexes of sales for years 1931 to 1940 have been computed from annual surveys of retail trade for which returns are received from all chain store companies and from a representative number of independent stores. Including chains and independents, reports were secured from 2,600 stores in the Maritime Provinces and it is estimated that these transacted 70 per cent of the total retail trade of this division. The indexes of sales computed from returns from these reporting firms have been applied to the total sales figures for 1930 in order to give the most accurate estimate possible of the total retail trade in later years. It should, therefore, be understood that the sales figures given in this report for years subsequent to 1930 are estimates of the total trade and do not relate to the business of only those stores included in the sample covered each year.

It should also be clearly understood that all retail sales figures given in this report relate to stores grouped according to kind of business and not to commodity sales. Grocery stores sell a number of lines of goods in addition to strictly grocery items. On the other hand, groceries are sold in many kinds of stores in addition to those units classified as grocery stores.

Table 1.--Total Net Sales and Sales Indexes, for Kinds of Business Groups and Selected Kinds of Business

Kind of Business	1930		Estimated Sales(2)		Indexes of Retail Sales (1930 = 100)										% of Change, 1940/39
	Number(1) of Stores	Total Net Sales	1939	1940	1930	1933	1934	1935	1936	1937	1938	1939	1940		
					\$	\$									
Total, All Stores	11,749	197,665,500	184,571,000	217,077,000	100.0	65.8	73.3	77.3	84.3	95.0	90.3	93.4	109.8	+ 17.6	
Food Group	5,071	41,924,100	38,905,000	44,066,000	100.0	74.8	79.1	81.8	85.1	92.1	90.8	92.8	105.1	+ 13.3	
Country General Stores	1,736	30,002,900	26,752,000	28,726,000	100.0	69.6	77.7	80.3	86.5	93.5	90.8	89.2	95.7	+ 7.4	
General Merchandise Group	255	32,423,100	29,843,000	36,074,000	100.0	67.2	73.6	76.5	83.3	91.2	84.5	92.0	111.3	+ 20.9	
Automotive Group	1,038	29,912,900	31,870,000	36,729,000	100.0	50.0	64.7	78.7	95.1	118.3	107.6	106.5	122.8	+ 15.2	
Apparel Group	819	16,813,400	14,148,000	17,091,000	100.0	66.0	71.8	73.3	77.3	85.5	80.0	84.1	101.7	+ 20.8	
Building Materials Group	288	8,301,600	7,362,000	8,914,000	100.0	53.7	64.5	66.4	75.5	89.2	83.4	88.7	107.4	+ 21.1	
Furniture and Household Group	246	6,379,100	4,845,000	6,244,000	100.0	49.7	62.1	63.9	71.5	82.5	73.5	76.0	97.9	+ 28.9	
Restaurants, Cafeterias & Eating Places	414	2,820,700	2,706,000	3,388,000	100.0	66.5	71.1	75.2	80.7	88.6	88.0	95.9	120.1	+ 25.2	
Other Retail Stores	1,813	22,288,000	18,942,000	22,178,000	100.0	69.8	74.1	73.5	75.7	82.4	80.5	85.0	99.5	+ 17.1	
Government Liquor Stores	69	6,799,700	9,198,000	13,667,000	100.0	73.0	76.5	83.8	95.9	120.3	120.7	135.3	201.0	+ 48.6	
Grocery and combination stores	3,327	33,515,700	31,866,000	35,662,000	100.0	76.9	81.6	84.5	87.8	94.9	93.1	95.1	106.4	+ 11.9	
Meat markets (includes fish markets)	374	2,826,400	2,074,000	2,380,000	100.0	59.2	59.3	62.4	65.5	69.5	72.2	73.4	84.2	+ 14.8	
Department stores	20	24,212,700	19,825,000	23,698,000	100.0	65.7	71.0	72.6	77.6	84.7	76.9	81.9	97.9	+ 19.5	
Motor vehicle dealers	235	22,409,500	23,493,000	27,170,000	100.0	42.1	59.4	75.5	95.9	122.8	107.6	104.8	121.2	+ 15.7	
Filling stations(3)	440	3,803,000	5,145,000	5,839,000	100.0	88.6	100.2	110.8	114.4	127.2	132.2	135.3	153.5	+ 13.5	
Men's and boys' clothing and furnish- ing stores (includes custom tailors)	340	5,505,900	4,708,000	5,960,000	100.0	63.2	70.1	72.8	77.1	86.1	79.8	85.5	108.2	+ 26.6	
Women's apparel & accessories stores	233	3,259,300	2,129,000	2,655,000	100.0	58.6	61.5	60.4	61.7	66.4	63.0	65.3	81.5	+ 24.7	
Shoe stores	116	2,467,800	1,974,000	2,277,000	100.0	68.6	71.7	73.1	74.7	81.1	79.6	80.0	92.3	+ 15.3	
Hardware stores	134	4,081,900	3,835,000	4,395,000	100.0	59.3	69.6	72.8	81.2	94.5	88.8	94.0	107.7	+ 14.6	
Lumber and building material dealers	37	2,521,300	1,845,000	2,409,000	100.0	44.6	53.0	54.1	63.3	77.6	67.7	73.2	95.5	+ 30.6	
Furniture stores	76	3,405,100	2,965,000	3,877,000	100.0	56.4	68.5	70.6	80.4	93.8	82.2	87.1	113.9	+ 30.8	
Radio and music stores	76	1,787,200	736,000	937,000	100.0	38.4	42.3	40.5	40.9	42.3	36.6	41.2	52.4	+ 27.3	
Coal and wood yards	120	6,494,100	5,380,000	6,260,000	100.0	80.0	82.2	78.1	75.7	77.5	75.7	82.8	96.4	+ 16.4	
Drug stores	282	5,699,100	5,343,000	6,135,000	100.0	73.7	77.2	79.3	83.1	92.5	89.9	93.8	107.6	+ 14.8	

(1) The number of stores is shown only for 1930. Total sales figures for later years are estimated upon the basis of returns from a sample number of firms. The total number of stores in operation in these later years is not known.

(2) In some instances, figures for years subsequent to 1930 have been revised.

(3) Sales figures for filling stations for years subsequent to 1930 have been estimated from data on gasoline consumption and retail prices.

MARITIME PROVINCES - RETAIL MERCHANDISE TRADE, 1940

Table 2.--Number of Chains, Chain Stores, Total Chain Store Sales and Percentages of Chain Store Sales to Total Sales, by Years

	1930	1933	1939	1940
ALL STORES, TOTAL -				
Chains	66	64	68	65
Stores (maximum)	407	481	518	506
Chain sales	\$ 24,800,700	\$ 19,647,700	\$ 33,428,400	\$ 41,967,000
Total sales	\$197,665,500	\$130,119,000	\$184,571,000	\$217,077,000
%, chains to total	12.5	15.1	18.1	19.3
Grocery and Combination Stores -				
Chains	12	17	15	12
Stores (maximum)	98	156	133	115
Chain sales	\$ 4,664,500	\$ 5,474,600	\$ 6,396,300	\$ 6,539,800
Total sales	\$ 33,515,700	\$ 25,779,000	\$ 31,866,000	\$ 35,662,000
%, chains to total	13.9	21.2	20.1	18.3
Variety Stores -				
Chains	3	3	7	7
Stores (maximum)	24	24	52	53
Chain sales	\$ 3,398,400	\$ 2,720,300	\$ 6,067,800	\$ 7,858,800
Total sales	\$ 3,655,600	\$ 2,937,000	\$ 6,293,000	\$ 8,162,000
%, chains to total	93.0	92.6	96.4	96.3
Drug Stores -				
Chains	4	4	3	3
Stores (maximum)	23	25	23	23
Chain sales	\$ 793,100	\$ 638,000	\$ 748,300	\$ 857,000
Total sales	\$ 5,699,100	\$ 4,198,000	\$ 5,343,000	\$ 6,135,000
%, Chains to total	13.9	15.2	14.0	14.0

Table 3.--Comparison of Total Sales and Chain Store Sales, by Provinces

	1930	1933	1939	1940
Maritime Provinces -				
Chains	66	64	68	65
Stores (maximum)	407	481	518	506
Chain sales	\$ 24,800,700	\$ 19,647,700	\$ 33,428,400	\$ 41,967,000
Total sales	\$197,665,500	\$130,119,000	\$184,571,000	\$217,077,000
%, chains to total	12.5	15.1	18.1	19.3
Prince Edward Island -				
Chains	7	5	9	10
Stores (maximum)	12	8	9	10
Chain sales	\$ 678,700	\$ 350,900	\$ 537,400	\$ 554,800
Total sales	\$ 13,773,700	\$ 8,905,000	\$ 11,431,000	\$ 12,018,000
%, chains to total	4.9	3.9	4.7	4.6
Nova Scotia -				
Chains	48	50	49	49
Stores (maximum)	227	283	290	284
Chain sales	\$ 12,163,300	\$ 11,715,500	\$ 19,580,000	\$ 24,823,300
Total sales	\$ 99,519,900	\$ 68,839,000	\$ 98,864,000	\$118,660,000
%, chains to total	12.2	17.0	19.8	20.9
New Brunswick -				
Chains	42	41	46	45
Stores (maximum)	168	190	219	212
Chain sales	\$ 11,958,700	\$ 7,581,300	\$ 13,311,000	\$ 16,588,900
Total sales	\$ 84,371,900	\$ 52,375,000	\$ 74,276,000	\$ 86,399,000
%, chains to total	14.2	14.5	17.9	19.2

Note: --In some instances, figures for years subsequent to 1930 have been revised.

1. 1990年12月25日，在“九七”香港回归前夕，香港各界人士纷纷发表文章，讨论香港回归后的前途。其中，有人提出“一国两制”是香港回归后的最佳方案。

[illegible]
$$M = \begin{pmatrix} 0 & 0 & 0 & 1 \\ 0 & 0 & 1 & 0 \\ 0 & 1 & 0 & 0 \\ 1 & 0 & 0 & 0 \end{pmatrix} \quad \text{and} \quad N = \begin{pmatrix} 0 & 0 & 0 & 0 \\ 0 & 0 & 0 & 0 \\ 0 & 0 & 0 & 0 \\ 0 & 0 & 0 & 0 \end{pmatrix}$$

$\frac{d}{dt} \left(\frac{\partial L}{\partial \dot{x}} \right) = \frac{\partial L}{\partial x}$

Table 4.--PRINCE EDWARD ISLAND - Total Net Sales and Sales Indexes, by Kinds of Business

Kind of Business	1930		Estimated Sales(2)		Indexes of Retail Sales (1930 = 100)										% of Change, 1940/39
	Number(1) of Stores	Total Net Sales \$	1939 \$	1940 \$	1930	1933	1934	1935	1936	1937	1938	1939	1940		
					100.0	64.7	70.3	71.9	82.4	85.3	80.7	83.0	87.3		
Total, All Stores	851	13,773,700	11,431,000	12,018,000	100.0	64.7	70.3	71.9	82.4	85.3	80.7	83.0	87.3	+ 5.1	
Food Group	316	2,132,100	1,930,000	1,953,000	100.0	75.7	82.8	86.3	90.6	92.4	89.8	90.5	91.6	+ 1.2	
Grocery and combination stores	224	1,647,600	1,614,000	1,591,000	100.0	81.8	91.0	93.4	98.8	101.0	97.8	98.0	96.6	- 1.4	
Meat markets (includes fish markets)...	48	328,400	165,000	175,000	100.0	46.9	44.5	53.0	52.7	48.4	48.1	50.2	53.3	+ 6.1	
Country General Stores	168	3,253,200	2,748,000	2,844,000	100.0	67.0	70.8	70.7	85.0	83.8	83.9	84.5	87.5	+ 3.6	
General Merchandise Group	8	2,304,900	1,927,000	1,995,000	100.0	65.3	69.2	72.2	84.9	86.1	82.0	83.6	86.6	+ 3.5	
Automotive Group	76	1,960,700	1,625,000	1,584,000	100.0	47.6	54.5	59.6	75.7	87.8	75.1	82.9	80.8	- 2.5	
Motor vehicle dealers	21	1,608,800	1,250,000	1,190,000	100.0	40.7	49.6	55.8	73.5	86.0	70.1	77.7	74.0	- 4.8	
Filling stations(3)	23	165,400	202,000	196,000	100.0	88.3	91.9	86.5	97.9	107.6	111.2	122.1	118.5	- 3.0	
Apparel Group	52	1,298,600	1,175,000	1,301,000	100.0	75.0	77.6	77.2	84.5	90.3	85.9	90.5	100.2	+10.7	
Men's and boys' clothing and furnishings (includes custom tailors)	33	248,300	259,000	306,000	100.0	72.5	74.9	74.9	85.8	102.7	99.1	104.3	123.2	+18.1	
Family clothing stores	6	797,500	695,000	750,000	100.0	73.6	78.0	77.5	84.1	86.6	82.0	87.1	94.0	+ 7.9	
Shoe stores	5	194,200	166,000	183,000	100.0	83.9	81.9	80.3	87.5	92.7	86.0	85.5	94.2	+10.2	
Building Materials Group	11	429,600	259,000	367,000	100.0	50.5	60.3	61.2	70.8	67.7	65.9	60.3	85.4	+41.7	
Furniture and Household Group ...	13	406,200	397,000	516,000	100.0	52.9	76.1	79.8	89.9	105.4	92.6	97.7	127.0	+30.0	
Restaurants, Cafeterias and Eating Places	19	141,900	112,000	119,000	100.0	66.9	64.8	68.4	73.3	81.0	69.1	78.9	83.9	+ 6.3	
Other Retail Stores	188	1,846,500	1,258,000	1,339,000	100.0	63.5	69.5	67.2	72.7	72.6	67.4	68.1	72.5	+ 6.4	
Coal and wood yards	7	477,700	403,000	438,000	100.0	73.3	78.5	73.5	73.3	77.9	74.7	84.4	91.7	+ 8.7	
Drug stores	20	352,600	298,000	314,000	100.0	73.2	74.6	73.7	77.7	83.9	82.5	84.5	89.1	+ 5.4	
Jewellery stores	9	97,600	80,000	94,000	100.0	53.3	57.4	58.4	71.7	70.7	74.8	82.0	96.3	+17.5	

(1) The numbers of stores is shown only for 1930. Total sales figures for later years are estimated upon the basis of returns from a sample number of firms. The total number of stores in operation in these later years is not known.

(2) In some instances, figures for years subsequent to 1930 have been revised.

(3) Sales figures for filling stations for years subsequent to 1930 have been estimated from data on gasoline consumption and retail prices.

Note:--Group totals may include figures for classifications not separately shown.

Table 5.--NOVA SCOTIA - Total Net Sales and Sales Indexes, by Kinds of Business

Kind of Business	1930		Estimated Sales (2)		Indexes of Retail Sales (1930 = 100)										% of Change, 1940/39
	Number (1) of Stores	Total Net Sales	1939	1940	1930	1933	1934	1935	1936	1937	1938	1939	1940		
Total, All Stores	6,464	\$ 99,519,900	\$ 98,864,000	\$ 118,650,000	100.0	69.2	77.2	81.6	88.7	99.8	96.3	99.3	119.2	+20.0	
Food Group	2,937	24,809,500	23,816,000	27,305,000	100.0	75.5	80.5	83.6	87.2	94.9	93.9	96.0	110.1	+14.6	
Candy and confectionery stores	541	2,209,300	1,821,000	2,316,000	100.0	66.6	75.7	72.2	73.9	82.7	79.3	82.4	104.8	+27.2	
Grocery and combination stores	1,889	19,674,000	19,494,000	22,087,000	100.0	78.0	83.6	86.8	90.5	98.2	97.0	99.1	112.3	+13.3	
Meat markets (includes fish markets).	209	1,574,900	1,263,000	1,460,000	100.0	61.4	59.3	63.4	67.5	74.0	76.8	80.2	92.7	+15.6	
Country General Stores	862	14,513,500	12,551,000	13,066,000	100.0	70.1	78.1	81.7	86.2	92.0	90.2	86.5	90.0	+ 4.1	
General Merchandise Group ...	149	11,438,300	13,699,000	17,760,000	100.0	75.0	85.0	88.3	98.8	111.7	107.6	119.8	155.3	+29.6	
Variety stores	22	1,990,400	3,478,000	4,654,000	100.0	81.5	91.8	100.2	117.3	132.7	137.0	174.7	233.8	+33.8	
Automotive Group	511	16,254,400	17,337,000	19,799,000	100.0	54.6	69.3	82.5	98.6	119.7	111.4	106.7	121.8	+14.2	
Motor vehicle dealers	101	11,829,800	12,402,000	14,200,000	100.0	46.0	63.2	78.4	100.0	126.8	113.7	104.8	120.0	+14.5	
Filling stations(3)	229	2,148,300	3,137,000	3,532,000	100.0	99.5	113.5	126.6	125.4	130.9	139.9	146.0	164.4	+12.6	
Garages	160	1,853,500	1,506,000	1,702,000	100.0	56.8	60.2	63.2	66.4	73.3	72.7	81.3	91.8	+13.0	
Apparel Group	460	9,141,500	7,851,000	9,838,000	100.0	66.1	73.2	74.3	77.2	86.4	81.0	85.9	107.6	+25.3	
Men's and boys' clothing and furnish- ings (includes custom tailors)	193	3,398,700	3,047,000	4,089,000	100.0	64.3	71.5	73.2	77.9	88.5	82.5	89.7	120.3	+34.2	
Family clothing stores	70	2,491,900	2,526,000	2,963,000	100.0	74.3	83.1	85.6	89.7	103.2	95.6	101.4	118.9	+17.3	
Women's apparel and accessories stores	125	1,859,100	1,220,000	1,543,000	100.0	57.9	63.8	63.2	63.6	67.4	63.5	65.6	83.0	+26.5	
Shoe stores	72	1,391,800	1,058,000	1,243,000	100.0	66.7	72.1	71.6	71.1	76.4	74.9	76.0	89.3	+17.5	
Building Materials Group	162	4,513,000	3,907,000	4,963,000	100.0	54.5	63.5	66.0	75.7	86.5	82.4	86.6	110.0	+27.0	
Hardware stores	83	2,443,500	2,214,000	2,608,000	100.0	58.4	69.7	73.1	80.1	93.5	88.1	90.6	106.7	+17.8	
Lumber and building material dealers.	21	1,446,100	1,181,000	1,580,000	100.0	48.3	53.6	56.3	69.3	80.1	73.3	81.7	109.3	+33.8	

(1), (2) and (3): See footnotes on page 8.

Table 5.-- NOVA SCOTIA - Total Net Sales and Sales Indexes, by Kinds of Business--(Cont'd.)

Kind of Business	1930		Estimated Sales(2)		Indexes of Retail Sales (1930 = 100)										% of Change, 1940/39
	Number(1) of Stores	Total Net Sales	1939	1940	1930	1933	1934	1935	1936	1937	1938	1939	1940		
					\$	\$									
Furniture and Household Group ..	146	3,380,600	2,477,000	3,168,000	100.0	53.5	62.4	62.1	66.9	77.3	68.8	73.3	93.7	+ 27.9	
Furniture stores	40	1,461,600	1,308,000	1,740,000	100.0	64.2	72.8	71.6	78.0	94.1	82.6	89.5	119.0	+ 33.0	
Radio and music stores	51	1,242,800	532,000	674,000	100.0	41.9	45.1	43.0	44.3	44.5	37.4	42.8	54.2	+ 26.7	
Restaurants, Cafeterias and Eating Places	221	1,474,500	1,445,000	1,918,000	100.0	66.6	71.1	75.4	81.5	88.8	89.3	98.0	130.1	+ 32.7	
Other Retail Stores(4)	984	11,996,500	10,298,000	12,385,000	100.0	69.8	74.0	73.9	75.0	81.9	79.9	85.8	103.2	+ 20.3	
Farmers' supply stores	56	897,000	783,000	851,000	100.0	63.0	75.3	79.4	80.2	91.8	89.5	87.3	94.9	+ 8.7	
Book Stores	21	317,900	390,000	445,000	100.0	73.6	86.2	95.9	103.2	117.6	118.6	122.7	140.0	+ 14.1	
Coal and wood yards	60	3,590,300	3,035,000	3,618,000	100.0	83.7	84.7	80.3	77.3	79.0	76.1	84.5	100.8	+ 19.2	
Drug stores	147	3,015,500	2,560,000	3,003,000	100.0	68.5	72.5	75.1	77.2	84.3	80.8	84.9	99.6	+ 17.3	
Jewellery stores	63	942,900	733,000	1,122,000	100.0	55.7	59.9	63.1	65.2	70.3	66.3	77.7	119.0	+ 53.1	
Office, school and store supplies and equipment dealers	17	606,300	497,000	659,000	100.0	44.9	54.4	59.7	63.0	78.3	75.4	82.0	108.3	+ 32.6	
Tobacco stores and stands	51	823,800	644,000	860,000	100.0	59.8	63.0	61.1	63.6	69.7	71.4	78.2	104.4	+ 33.5	
Miscellaneous kinds of business (includes secondhand stores)	551	1,636,900	1,529,000	1,696,000	100.0	66.3	71.1	67.7	73.6	86.1	87.8	93.4	103.6	+ 10.9	
Government liquor stores	32	1,998,100	5,483,000	8,458,000	100.0	140.6	146.1	166.1	191.7	232.6	234.5	274.4	423.3	+ 54.3	

(1) The number of stores is shown only for 1930. Total sales figures for later years are estimated upon the basis of returns from a sample number of firms. The total number of stores in operation in these later years is not known.

(2) In some instances, figures for years subsequent to 1930 have been revised.

(3) Sales figures for filling stations for years subsequent to 1930 have been estimated from data on gasoline consumption and retail prices.

(4) Government liquor stores not included.

Note:--Group totals may include figures for classifications not separately shown.

1. The first part of the report is a general statement of the purpose and scope of the study.

2. The second part is a description of the methods used in the study.

3. The third part is a description of the results of the study.

4. The fourth part is a discussion of the results and their implications.

5. The fifth part is a conclusion and a list of references.

6. The sixth part is a list of appendices.

7. The seventh part is a list of figures and tables.

8. The eighth part is a list of footnotes.

9. The ninth part is a list of abbreviations.

10. The tenth part is a list of symbols.

11. The eleventh part is a list of units.

12. The twelfth part is a list of definitions.

13. The thirteenth part is a list of acknowledgments.

14. The fourteenth part is a list of references.

15. The fifteenth part is a list of appendices.

16. The sixteenth part is a list of figures and tables.

17. The seventeenth part is a list of footnotes.

18. The eighteenth part is a list of abbreviations.

19. The nineteenth part is a list of symbols.

20. The twentieth part is a list of units.

21. The twenty-first part is a list of definitions.

22. The twenty-second part is a list of acknowledgments.

23. The twenty-third part is a list of references.

24. The twenty-fourth part is a list of appendices.

25. The twenty-fifth part is a list of figures and tables.

26. The twenty-sixth part is a list of footnotes.

27. The twenty-seventh part is a list of abbreviations.

28. The twenty-eighth part is a list of symbols.

29. The twenty-ninth part is a list of units.

30. The thirtieth part is a list of definitions.

31. The thirty-first part is a list of acknowledgments.

32. The thirty-second part is a list of references.

33. The thirty-third part is a list of appendices.

34. The thirty-fourth part is a list of figures and tables.

35. The thirty-fifth part is a list of footnotes.

Table 6.--NEW BRUNSWICK - Total Net Sales and Sales Indexes, by Kinds of Business

Kind of Business	1930		Estimated Sales(2)		Indexes of Retail Sales (1930 = 100)										% of Change, 1940/1930
	Number(1) of Stores	Total Net Sales \$	1939 \$	1940 \$	1930	1933	1934	1935	1936	1937	1938	1939	1940		
					100.0	62.1	69.1	73.1	79.4	90.9	84.9	88.0	102.4		
Total, All Stores	4,434	84,371,900	74,276,000	86,399,000	100.0	62.1	69.1	73.1	79.4	90.9	84.9	88.0	102.4	+ 16.3	
Food Group	1,818	14,982,500	13,159,000	14,808,000	100.0	73.6	76.2	78.3	80.7	87.5	85.8	87.8	98.8	+ 12.5	
Candy and confectionery stores	236	975,500	965,000	1,214,000	100.0	77.0	77.3	76.5	77.8	88.8	92.2	98.9	124.4	+ 25.8	
Grocery and combination stores	1,214	12,194,100	10,758,000	11,984,000	100.0	74.5	77.2	79.6	81.9	88.7	86.1	88.2	98.3	+ 11.4	
Meat markets (includes fish markets) ..	117	923,100	646,000	745,000	100.0	59.9	64.6	64.0	66.7	69.3	72.9	70.0	80.7	+ 15.3	
Country General Stores	706	12,236,200	11,453,000	12,815,000	100.0	69.7	79.0	81.3	87.3	97.9	93.3	93.6	104.7	+ 11.9	
General Merchandise Group	98	18,679,900	14,217,000	16,319,000	100.0	62.6	67.3	69.7	73.6	79.3	70.7	76.1	87.4	+ 14.8	
Automotive Group	451	11,697,800	12,908,000	15,346,000	100.0	44.0	60.1	76.5	93.5	121.4	107.8	110.3	131.2	+ 18.9	
Motor vehicle dealers	113	8,970,900	9,841,000	11,780,000	100.0	37.2	56.3	75.2	94.4	124.1	106.2	109.7	131.3	+ 19.7	
Filling stations(3)	188	1,489,300	1,806,000	2,111,000	100.0	72.8	81.9	90.7	100.4	124.0	123.5	121.3	141.7	+ 16.9	
Garages	136	1,108,400	1,177,000	1,346,000	100.0	58.8	62.3	71.0	80.8	102.2	104.7	106.2	121.4	+ 14.4	
Apparel Group	307	6,373,300	5,122,000	5,952,000	100.0	64.1	68.6	71.1	76.0	83.2	77.2	80.4	93.4	+ 16.2	
Men's and boys' clothing and furnish- ings (includes custom tailors)	114	1,858,900	1,402,000	1,565,000	100.0	59.9	66.8	72.0	74.3	79.5	72.2	75.4	84.2	+ 11.6	
Family clothing stores	54	2,291,000	2,116,000	2,486,000	100.0	69.0	76.1	78.2	87.1	96.2	87.3	92.4	108.5	+ 17.5	
Women's apparel and accessories stores.	100	1,341,600	854,000	1,050,000	100.0	58.9	58.1	56.1	58.6	64.5	61.4	63.7	78.3	+ 23.0	
Shoe stores	39	881,800	750,000	851,000	100.0	68.4	68.8	73.8	77.6	86.1	85.6	85.1	96.5	+ 13.5	
Building Materials Group	115	3,359,000	3,196,000	3,584,000	100.0	53.0	66.5	67.7	75.8	95.7	87.1	95.1	106.7	+ 12.1	
Hardware stores	47	1,553,100	1,571,000	1,742,000	100.0	61.5	70.7	73.9	84.3	98.2	91.7	101.2	112.2	+ 10.9	
Lumber and building material dealers ..	13	830,800	536,000	614,000	100.0	38.6	50.6	48.3	51.4	75.8	58.7	64.5	73.9	+ 14.5	

(1), (2) and (3); See footnotes on Page 10.

Table 6.--NEW BRUNSWICK - Total Net Sales and Sales Indexes, by Kinds of Business--(Cont'd)

Kind of Business	1930		Estimated Sales(2)		Indexes of Retail Sales (1930 = 100)										% of Change, 1940/30
	Number(1) of Stores	Total Net Sales	1939	1940	1930	1933	1934	1935	1936	1937	1938	1939	1940		
					100.0	44.2	59.6	63.8	74.5	85.8	76.6	76.0	98.8		
Furniture and Household Group	87	\$ 2,592,300	\$ 1,971,000	\$ 2,560,000	100.0	44.2	59.6	63.8	74.5	85.8	76.6	76.0	98.8	+ 28.9	
Furniture stores	35	1,678,000	1,347,000	1,732,000	100.0	49.3	61.3	66.2	78.2	88.4	77.4	80.3	103.2	+ 28.6	
Radio and music stores	22	460,600	164,000	216,000	100.0	28.7	35.0	32.8	31.0	34.7	33.7	35.6	46.9	+ 31.7	
Restaurants, Cafeterias and Eating Places	174	1,204,300	1,149,000	1,351,000	100.0	66.4	71.7	75.6	80.5	89.2	88.5	95.4	112.2	+ 17.6	
Other Retail Stores(4)	641	8,445,000	7,386,000	8,454,000	100.0	71.3	75.3	74.3	77.4	85.3	84.4	87.5	100.1	+ 14.5	
Farmers' supply stores	40	759,100	690,000	745,000	100.0	68.8	76.8	75.1	76.4	88.4	90.9	90.9	98.1	+ 8.0	
Book stores	15	350,500	253,000	267,000	100.0	59.9	64.2	67.0	71.3	79.6	78.7	72.2	76.2	+ 5.5	
Coal and wood yards	53	2,426,100	1,942,000	2,204,000	100.0	75.9	79.2	75.7	73.8	75.2	75.3	80.1	90.8	+ 13.5	
Drug stores	115	2,331,000	2,485,000	2,818,000	100.0	80.4	83.8	85.6	91.5	104.2	102.8	106.6	120.9	+ 13.4	
Jewellery stores	37	502,900	463,000	664,000	100.0	56.3	65.2	68.8	75.4	81.3	82.1	92.1	132.0	+ 43.4	
Office, school and store supplies and equipment dealers	11	297,600	232,000	255,000	100.0	39.3	52.4	56.1	65.2	85.0	82.3	78.0	85.7	+ 9.9	
Tobacco stores and stands	43	608,500	467,000	525,000	100.0	74.8	70.2	66.2	70.7	74.9	72.8	76.7	86.3	+ 12.4	
Miscellaneous kinds of business (includes secondhand stores)	310	967,000	709,000	820,000	100.0	60.0	64.8	60.9	66.9	77.1	71.6	73.3	84.8	+ 15.7	
Government liquor stores	37	4,801,600	3,715,000	5,209,000	100.0	44.9	47.5	49.5	56.0	73.6	73.4	77.4	108.5	+ 40.2	

(1) The number of stores is shown only for 1930. Total sales figures for later years are estimated upon the basis of returns from a sample number of firms. The total number of stores in operation in these later years is not known.

(2) In some instances, figures for years subsequent to 1930 have been revised.

(3) Sales figures for filling stations for years subsequent to 1930 have been estimated from data on gasoline consumption and retail prices.

(4) Government liquor stores not included.

Note:--Group totals may include figures for classifications not separately shown.

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